PRINTERS'

A JOURNAL FOR ADVERTISERS

Vol. CLXXII, No. 8

APER!

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New York, August 22, 1935

10c A COPY



NEARLY 500 TIMES ON THE AIR!

FOUR HUNDRED AND EIGHTY Crime Clues dramas!—Thus stands the record of "ENO Crime Clues," a radio program prepared and produced by N. W. Ayer & Son, Inc., for J. C. Eno, Ltd., makers of ENO Effervescent Salt.

A truly remarkable instance of survival and strength in the world of radio, which is rife with swift changes, the sudden rise and fall of stars.

Through the long period of their existence, these broadcasts have built a large following of Crime Clues fans . . . devotees who flock eagerly to their radio sets at the sound of the Eno gong, and remain enthralled to the last word.

But still more remarkable than the popularity of this program, and more vital to any advertiser, are the leaps our client's sales have taken year by year, since it was inaugurated.

"Eno Crime Clues" is one of many programs with staying poseer and selling power which have been created by our Radio Department during the past twelve years.

N. W. AYER & SON, INC.

Advertising Meadquarters: Washington Square, Philadelphia New York • Boston • Chicago • San Francisco • Detroit London • Montreal • Buenos Aires • São Paulo

How Does The Boston Herald Stand in the Country at Large?

Here's the authoritative and interesting answer as compiled by Media Records, Inc., of morning newspapers in 95 major cities for the first six months of 1935.

RETAIL ADVERTISING

3rd Among all the morning papers of the entire United States.

GENERAL ADVERTISING

4th Among all the morning papers of the entire United States.

DISPLAY ADVERTISING

3rd Among all the morning papers of the entire United States.

TOTAL PAID ADVERTISING

5th Among all the morning papers of the entire United States.

OF COURSE, in Boston, the Herald is FIRST in all these and practically every other major classification as it has been for years.

BOSTON HERALD-TRAVELER

Advertising Representative
GEORGE A. McDEVITT CO.
New York Chicago
Detroit Philadelphia
San Francisco



For eight consecutive years the Herald-Traveler has led all Boston newspapers in total paid advertising. W H sue sett So who, in ticle, s

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advertis tive med The two tools of They wifuture."

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Radio'

Vol. CLXXII

PRINTERS' INK

NEW YORK, AUGUST 22, 1935

This Week

WHILE the combatants still scrap, the standardization issue settles itself.

So concludes Joseph Wayer, who, in this week's opening article, sees the standardization of consumer goods as just getting under way—and as portending no harm to the manufacturers.

Mr. Wayer cites examples. He also poses questions—questions touching on the effect of standardization upon advertised, quality leaders, upon complex products, upon costs—and answers them.

To summarize: "Standards and advertised brands are not alternative methods of distributing goods. The two work together already as tools of competitive enterprise. They will do so increasingly in the future."

And now Liggett! The Patman committee, following its policy—as revealed in the A&P report—of making public the names of manufacturers giving advertising allowances, this week gives out the list of allowances awarded to the Liggett Drug Company. We present the list in full. Following it is an interesting narrative on how the allowance works, as told before the committee by Charles W. Parr, an assistant buyer for the A&P,

With the help of a blasé black cat, General Electric staged its "Camp Merchandise" in Bridgeport. With an eye peeled for convention technique, Arthur H. Little "caught" the show. From shifting points of view—back-stage and out-front—he reports this week on G-E's dramaturgy.

Radio's newest competitors-

1 paid

if competitor this newest aspirant will prove to be—goes back to wires. Under the heading, "To Compete with Radio," P. I. looks at Teleflash, Ticker News, Wired Radio, and Muzak. Thus far, none of the wired services is selling advertising time. Radio, looking on, sees no cause for alarm, thus far.

No longer does business fall to him who spreads the broadest and most expensive net. No longer is market study just a snapshot of market conditions. Howard E. Blood, president of the Norge Division of the Borg-Warner Corporation speaks for research that is continuous and comparative-"the regular practice of scientific study, sufficiently wide in scope and reliable in technique, to measure the progress of any company, compared with its competitors, in product improvement, market position, present and probable public preference, and dealer performance." And Mr. Blood tells how.

Where has all the Federal money gone? A. L. Jackson, vice-president of Economics Statistics, Inc., analyzes the spending of some \$10,000,000,000. Mostly, he finds, the outlay has benefited the consumer-goods industries.

Don Gridley opens a study of salesmen's call reports. From a round-up of the forms employed by a wide variety of companies, he surveys current policy and practice. Incidentally, he sets up and proves the hypothesis that salesmen's call reports contribute, potently, to salesmen's morality.

With the aid of cakes of soap

and pieces of blotting paper. The Reardon Company attained, for a washable kalsomine, coast-to-coast distribution in five months. "Skeptics Are Convinced" is also the story of effective use of businesspaper space.

For two years, the Securities Act has been in operation. This week, Joel Lewis examines its effects—its effects upon advertising thus far, and its possible effect upon securities advertising in the future.

Even in the sponge-and-chamois business there are headaches. Eldridge Peterson tells how, with the help of two trade characters, a sponge-and-chamois enterprise solved the problem of left-overs.

And now, in packages, we're offered heat. Over the air, through the advertising pages of publications, and with the selling help of some 20,000 employees, the American Radiator Company soon will launch a campaign designed to induce contractors to install the company's products throughout a heating job. The plans include a thirteen-week radio contest that may be extended indefinitely.

If anyone can define the duties of a sales-promotion department, the definer ought to be a sales-promotion head. In this week's issue, Russell G. Creviston, sales promotion manager of the Crane Company, explains how his department's boundaries have been established.

Schenley starts campaign on The Wilken Family Blend, a "good whiskey at a neighborly price" * * * Gillette, in one of the largest advertising programs in its history, will shortly take the public behind the scenes and show how Gillette Blue Blades are made * * * According to our chain-store compilation, most chains showed a gain for July, this year, over last year.

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Advertising Manager Bowen of the mageadvertising Manager Howen of the mages and New Yorker, visiting Portland, confided to Mr. Hazen of The Oregonian that the staff of the New Yorker, starting out to produce a magazine for Manhattan soto produce a magazine for Manhattan so-phisticates only, was surprised to find the principal market in the back-country. Picture why be surprised? Why the magazine in "Forty-second Street." Her the magazine in question, succeeded in catching something of the metropolitan atmosphere, and the him-teriand was hungry for it. After all, the terland was hungry for it. After all, the world cities dominate the modern scene. world cities dominate the mourn scene.
There is no use arguing that this is a pioneering country or that we live in a pioneering country or that we live in a pioneering country or that we have a second or the second of the second or the sec ing world. The feature of the America of a century ago was the vast empty area lying on the west. The feature of modern America overshadowing all other features—is the oversnauwing an other reactives as the world's largest city, which has grown up on the east coast in the wake of that pio-Little wonder that the Saturday Review of Literature, when it celebrated its tenth birthday this past October, listed the foundneering wave. pirmusy time Peer Yorker ("our first adequate magazine of satiric humor") as one of the two magazine achievements of the decade. The other was said to be the founding of Fortune. The New Yorker tries to interpret New York, and New York, London, Paris, Berlin, Tokio and Shanghal are the mysteries the unknown quantities of this modern world, exactly as the unexplored and unsettied places were the mysteries of yesterday.

SPEAKING OF COVERAGE









Going up! Milwaukee Journal circulation is rising, too. In July it was up 15,167 daily and 11,496 Sunday over a year ago. Last Publishers' Statements show a lead of 64,808 copies daily over the second Milwaukee newspaper.

THE MILWAUKEE JOURNAL

National Representatives . . . O'Mara & Ormsbee, Inc.
NEW YORK CHICAGO BETROIT LOS ANGELES SAN FRANCISCE

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Standardization

A New and Effective Competitive Tool When Used in Connection with Advertised Brands

By Joseph Wayer

Hommann, Tarcher & Sheldon, Inc.

WHILE the champions of both sides are fighting gloriously, the issue settles itself.

It has happened many times in business history. It is happening right now with standards. "Settled" in this case doesn't mean finished. Standardization of consumer goods is just getting a healthy start.

Most of the discussion of this subject has been controversial. Challenges were issued and taken up over the grading feature

of the Canners' Code and the Tugwell Bill (now the Copeland Bill). There were blasts by Robert S. Lynd and Miss Ruth O'Brien, and counter-blasts by Professor George Burton Hotchkiss.

In the meantime, standards have quietly been going ahead. Not, mind you, because Mrs. Consumer has demanded them. But because they are good sales ammunition; because they are something which Mrs. Consumer can be persuaded to demand!

Theme of the N. R. D. G. A. mid-year meeting in Chicago, June 12, was "Serviceability." (Serviceability is the chief quality which standards seek to indicate). Paul Hollister, late of B. B. D. & O. and now executive vice-president and publicity director of R. H. Macy & Co., expressed himself, for one, as in favor of supplying customers with more exact information about serviceability. Stephen A. Walser, vice-president of Schwarzenbach Huber & Co., wrote an article for the association's bulletin headed, "Would Set Minimum Standards." The tone of these discussions was matter-of-fact.

In

er.

CE

This new tone on the part of

practical business men is not accidental. It is realistic. Standards are actually changing products, affecting marketing, influencing advertising. And all this at an accelerating rate.

Several of our clients have studied the question quite thoroughly, and acted on their findings in several different ways. Working with these people, we have gained some first-hand knowledge which may serve to clarify the issues for others.

What is standardization?

The best definition I know occurs in "Standardization of Consumer Goods," by Jessie V. Coles. The author says: "A standard may be defined as a model for a material object, or a rule for a course of action established by authority, custom or general consent by which others of a like nature may be identified, compared, or regulated, or which in itself represents the ideal of 'one best' for a particular purpose."

She points out that testing and specifications are the data upon which standards may be erected—



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H OFFICE A E TO CLIEN Icisco, Seattl



To matter how much market data your own organiion provides, a good long k through other eyes at the ntry's different markets ht into the faces of prospeccustomers in all sections es your national advertising as important advantages.

McCann-Erickson offices in country are fully-equipped ertising agencies in 9 major cities. In these cities are 20% of the country's people—and within an overnight ride are 94% of all retail outlets.

With these offices in constant inter-locking operation, national advertising plans can be laid in any office with on-thespot knowledge of local market conditions the country over.

More sales per advertising dollar are a common result.

McCANN-ERICKSON

ADVERTISING

R OFFICE AN AGENCY IN ITSELF, EQUIPPED TO GIVE FULL SER-E TO CLIENTS: New York, Chicago, Cleveland, Detroit, Denver, San cisco, Seattle, Portland, Orc., Los Angeles, Vancouver, Toronto, Montreal, Winnipeg. London, Paris, Frankfort, o. M. they are not standards in themselves. Grades and ratings, on the other hand, are highly developed forms of standards.

In a broad sense, every purchase is made to a standard. It may be a vague, undefined sort of standard, but it exists. When your wife buys a cantaloup, the feel of its end under her thumb is her standard of ripeness. Not, alas, a very

trustworthy standard.

But the sense in which household economists are using the term is narrower and more specific. They want more accurate standards of satisfactory quality and performance by which to purchase consumer goods. These standards may be as simple as "Grade A" milk, or as complex as an A. B. C. audit of a publication's circulation. But they must be clear, consistent, impartial information.

There is good precedent for their objective. Our whole civilization has been built upon increasingly precise standards of measurement—time, space, gravity, viscosity, temperature, etc. Mass production would be impossible if we measured machine parts with a tape measure.

Similarly, it is possible that mass consumption is now being retarded by the time, trouble and error involved in making purchases according to inaccurate, inadequate standards. Better buying standards might give us more time and money with which to buy, and to consume. The idea makes sense, theoretically.

Business finds uses for standards.

It apparently also makes sense practically. Merchandising, at times, finds standards (or the rudimentary materials of standards) decidedly

useful.

Take an example. Men, a few years ago, wouldn't buy cotton suits for summer. Not for lack of style, or economy, or comfort. But because they had no standard by which they could judge whether the darned things would shrink. Sanforizing—a process carried out to definite standardized limits of tolerance—supplied the standard. And now advertising is rapidly establishing this standard.

Without that standard, advertising of such clothes would either have talked a lot of hot air, and then quit, or not have existed at all. With the standard, a whole new industry is growing, prospering . . . and advertising.

Note, too, that standardization isn't enough. The qualities of style, fit, comfort and economy are just

as important as ever.

It isn't necessary to invent something new, like Sanforizing, to use standards effectively. In the field of sheets and pillow cases strenuous efforts have been made by home economists to have specifications printed on the label. As they themselves say, this is only an expedient, pending formulation of satisfactory standards. No such standards are generally agreed upon as yet.

But even at this early stage, and with no consumer demand yet active, one manufacturer saw an opportunity to use the movement effectively. Chatham brought out a new sheet, with a huge label covered with specifications. And Chatham got distribution prac-

tically over night.

In the meantime, Pequot goes a step farther and accepts U. S. Government specifications as a minimum standard for its own type of fabric, then guarantees each and every Pequot sheet to exceed this standard. (The guarantee is necessary because there is as yet no impartial public certifying authority for consumer goods.)

Moves like these are smart selling you will admit. But why are

they so smart?

The reason is that standards, of themselves, represent a tangible value to the consumer, a positive assurance of worth. That assurance has power to make sales. This value is like any other—it can be used as a competitive weapon. Yet it has certain peculiarities.

It is a significant fact that standards are apt to be adopted by whole industries. Standards seem to be most effective if they apply in a blanket fashion. Standards add to the values an industry offers consumers. In some cases this is ob-

(Continued on page 99)

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Advertises Nationally Ford <u>Dealers</u> Advertise <u>Locally</u> in the Same Medium

For years, Ford automobiles have been nationally advertised in The Christian Science Monitor. Last year 1223 advertisements, placed in the Monitor by dealers in various localities, featured "Ford" and "Lincoln". This illustrates how the Monitor not only gives national advertisers a circulation of unusual value, but also offers nation-wide point of sale advertising at no added expense.

THE CHRISTIAN SCIENCE MONITOR

Published by The Christian Science Publishing Society Boston, Massachusetts

NEW YORK OFFICE-500 FIFTH AVENUE

Other Branch Offices: Chicago, Detroit, St. Louis, Kansas City, San Francisco, Los Angeles, Seattle, Mismi, London, Paris, Geneva, Milan

Slightly Sickening

New York

Editor of PRINTERS' INK:

Quoting directly from Printers' Ink: "Let advertising and advertising men keep their noses clean. And who among us is so naïve as not to know that one way to keep your nose clean is to keep it out of politics?" (Page 86, August 16, 1935.)

Following this bland statement is a lengthy and unnecessary article of scorn, caused merely by the fact that "Polish Ham" appears on the menus of the National Press Club of Washington and the Princeton Club of New York. If you can tell me of a cheaper excuse to stick your nose into politics, please shout it from the rooftops.

Your repeated attacks on the President and his Administration

have had their effect. And let me be among the first few to admit that it is a slightly sickening effect, somewhat in the same class with the rubbish that goes into The Saturday Evening Post. In few words, gentlemen, your hypocrisy has done more to hurt honest advertising and the value of PRINTERS' INK than your "hide-behind-the-screen-of-fair-and-disinterested-impartiality" attitude has done to help either advertising or the Republican Party.

Keep your nose clean, PRINTERS' INK, and don't shoulder your way in where you don't belong. Your remarks on the Copeland Bill were, of course, fitting enough, from your point of view. But when it comes to politics, why don't you stick to advertising?

AN ADVERTISING WOMAN.

Fair Enough

American Type Founders Sales Corporation

ELIZABETH, N. J.

Editor of PRINTERS' INK:

A few days ago I returned from a six-week combination vacation and business trip,

I have just caught up with the material in various issues of Printers' INK that came to my home during my absence

On page 28 of the July 18 issue I notice a letter from Mr. M. W. Manley making the suggestion that stock certificates should be made

more modern and more readable.

This is a timely suggestion, but I doubt that you will find any indi-

I doubt that you will find any individual that has the nerve to change the ox-cart stock certificates into something more streamline. So sure am I that no one has the

make the proposition that I will be glad to remake one of these sock certificates and furnish a new format without charge.

Now, I wonder-

GILBERT P. FARRAR,
Typographic Counselor.

Mathee to Join Ritchie

William H. Mathee will join Harold F. Ritchie & Company, New York, on September 1, as director of its drug division. For the last seven years he has been director of the Tek toothbrush division of Johnson & Johnson.

Liggett Drug Stores to Presbrey

Liggett Drug Stores, Inc., has appointed the Frank Presbrey Company, New York, as advertising counsel, Joseph E. Hanson, vice-president of the Frank Presbrey Company, will act in an advisory capacity to the Liggett Drug Stores.

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TO MAKE MONEY

-Go Where the Money ISI

TO MAKE SALES

-Go Where the Audience ISI

KSTP is the only Northwest Station offering the Star Programs of NBC's Red and Blue Networks—the programs that attract the nation's greatest audience nightly!

No wonder KSTP continues to dominate in the 9TH U. S. RETAIL MARKET where 74.3 cents of every retail dollar in Minnesota are spent!

For Market Facts and Sales Data, write or call



General Sales Office, KSTP, Minneapolis, Minn., or our NATIONAL REPRESENTATIVES: ...in New York: Paul H. Raymer Co. ... in Chicago, Detroit, San Francisco: John Blair Co.

DOMINATES THE 9th U.S. RETAIL MARKET

Indiana families with farm incomes had \$60,000,000 more money to spend in 1934 than in 1933. They will have an even greater amount this year.

the Money ISI



70 Miles Away

BUT YOU SELL 'EM WHEN YOU SELL INDIANAPOLIS

When an advertiser sells in Indianapolis, he is not confining his efforts to the 21st city alone . . . he is actually selling a market as large as the city markets of Cleveland, Detroit or Los Angeles.

The commodities that are sold in Indianapolis stores, used in Indianapolis homes, advertised in Indianapolis' leading newspaper, soon find their way into the rest of the fertile Indianapolis Radius.

Your advertising in the newspaper that is being read daily by the key families 50, 60 and 70 miles away makes the most of the big opportunity offered in this far-reaching market.

THE INDIANAPOLIS

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Hew York: Ban A. Carroll, 110 E. 42d St. Chicago: J. E. Luts, 180 H. Mich, Avg.

Liggett Discount List

Patman Committee Reveals Names of Manufacturers and Advertising Allowances to Drug Chain

CONTINUING its investigation of retail and wholesale buying and selling organizations, the Patman committee, which several weeks ago uncovered the allowances paid by a number of food manufacturers to the A & P chain, has published the discounts and allowances given the Liggett Drug Company, Inc.

As reported in PRINTERS' INK last week, W. Watt, executive vice-president of Liggett, in a letter to Mr. Patman, revealed that:

ter to Mr. Patman, revealed that:
(1) The total amount received by Liggett's in form of compensation and allowances for window and counter displays and advertising during the year 1934 was \$797,386.56.

(2) The amount received for the first six months of the year 1935 was \$379,941.23.

(3) The total amount expended for advertising during the year 1934 was \$638,644.13; for the first six months of 1935, \$320,530.06.
The detailed list of allowances

The detailed list of allowances and discounts is published on the following pages. Thus the drug industry is given a topic of conversation to match that given the food industry by the A&P list.

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Now that the smoke has more or less cleared away from the situation in the food field, the general attitude among the manufacturers in the industry seems to be well summarized in a statement made by Paul S. Willis, president of the Associated Grocery Manufacturers of America, Inc., in "News Flashes," a bulletin issued by that organization. Mr. Willis says:

"Other distributors have found, in many instances, that these same manufacturers were treating them with equal consideration; that they were spending money with them for special advertising, had men contacting the trade, booking orders, putting up attractive advertising displays in the stores, etc., and

rendered merchandising assistance

in various ways."

Although many manufacturers have been hoping that figures on discounts and allowances to a number of chains would be revealed by the Patman committee there is a general reluctance on the part of some of these chains to give figures.

Mr. Patman, speaking in the House on August 13, read a telegram from John Francis Neylan, attorney for Safeway Stores, Inc., answering Mr. Patman's dentand for "a verified list of companies from whom Safeway receives or any of its agents receive brokerage advertising allowance, quantity discounts, or gratuities or benefits, showing in each instance whether allowance is a specified percentage of purchases or a flat sum."

Mr. Neylan said, "I have no intention to permit Safeway to submit to this hostile, generic and indefinite demand." He then proceeded to give eleven reasons why he had no intention of doing so, reasons which Mr. Patman was at some pains to refute. It is probable, in spite of the attitude of Safeway and other chains, that the Patman committee will publish other figures in both food and drug fields.

In the meantime, some of the independent grocers seem to be not properly appreciative of the committee's efforts.

The publisher of an official magazine for an association of independents says, "As we view the Patman investigation an irreparable injury has been done to a lot of manufacturers, on the one hand, and A & P has been provided with a great boost. The American public has been assured, by no less an authority than a Congressional committee, that A & P can and does buy its requirements for about \$8,000,000 less than independents are required to pay."

Liggett Drug Co., Inc.

	Discounts shown on invoices	191		
	Trade	Cash	Additional compensation and allowances for window and counter displays and advertising	Method
Cigar department: American Tobacco Co.*	Minimum 10 percent, maximum 12 percent	Percent 2	Herbert Tareyton cigarettes; 5 percent of purchases for Lucky, Strike cigarettes; \$25 per store making win-	Displays.
Axton-Fisher Tobacco Co. Bayuk Cigara, Inc. Brown & Williamson Tobacco Cor-	10 percent, deals net	000	unw unpays for a week, Cento cigara, 405 per store making window display for 1 week. Head Play cigarettes; 25 cents per thousand purchased Do. 5 percent purchases Bayuk Philics. Do. Do. Do.	ååå
Congress Cigar Co	Minimum 10 percent, maximum 12 percent	99	5 percent purchases Listerine Cigarettes	Do.
Consolidated Cigar Co. Delact-Wermer-Gilbert Corporation Damond Match Co. S. Frieder & Sons Co. Garcia Grande Cigars, Inc. I. Lewis Cigar Manufacturing Co.	Consolidated Cigar Co. Deisel-Wermer-Gilbert Corporation Minimum 10 percent, maximum 12 percent S. Damond Match Corporation Most items net; few, 15 percent Most items net; few, 15 percent Most items net; few, 15 percent Net Garcia Grande Cigars, Inc. Minimum 10 percent, maximum 14 percent L. Lewis Cigar Manufacturing Co., Minimum 22 percent and 12 percent.	3		Do. Du. Advertising. Displays.
Liggett & Myers Tobacco Co	10 percent	0101	dora cigars. \$3,300 per month. 5 percent purchases Old Gold cigarettes. 5 percent purchases Muriel cigars.	1/
Philip Morris & Co., Ltd	op	69	5 percent jourchase Polar eigarettes 92 cents per dozen Union Leader humidor tin purchases 94 percent purchases Oxford Blues eigarettes. 9 percent purchases English Ovals, Players, and English blend cigarettes.	á á á á
Penn Tobacco Co	Minimum 10 percent, maximum 10 percent	61	5 percent purchases Marlhorn and Cambridge cigarettes 54 cents per thousand purchases of Time cigarettes 5 per cent purchases Kentucky Winners	ááá
Bernard Schwartz Cigar Corporation Max Schwartz G. W. Van Slyke & Horton Waitt & Bond, Inc.	Rernard Schwartz Cigar Corporation Minimum net, maximum 12 percent 5 percent 5 percent 6. W. Van Silke & Horton 10 percent 10 percent Waitt & Bond, Inc.	3	5 percent purchases R. G. Dun cigars. 3 percent purchases La Primadors cigars. 2 percent purchases. 5 percent purchases of Backetone cigars listed over \$75 per thousand: 3 percent on Blackstone cigars.	คีดีค ีคี
Webster Elsenichr, Inc	do	0	listed under \$75 per thousand. 5 percent purchases.	Do.
Lamont, Corliss & Co. Live Savers, Inc. Wm. Wrigley, Jr. Co.	Net 20 percent Net		2 8666.67 per month 2 866.125 per year 2 85,600 per year	 Do
Medicine and prescription department: Abbott Laboratories	Mimimum 15 percent, maximum 16% and 5 percent.		2 5 percent purchases all items except those listed in part 5 of price list and those marked "; 5 percent of ex-	T à

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Do. De.	Do.		3333	Do.	Do.	Displays and	Displays and new spaper		Displays.	Do.	Do.	Newspaper advertising.	Displays. Do. Do.	De.	Do.	Do.
bercent purchases of Blackstone cigars listed over \$75 per thousand; 3 percent on Blackstone cigars listed under \$75 per thousand.	\$666.67 per month \$6,125 per year \$9,600 per year	5 percent purchases all items except those listed in part 5 of price list and those marked "; 5 percent of excess purchases of 6-month period over previous 6-	10 percent person. d do. l percent gross purchases of Bue, Jsy products. 10 percent purchases Werner's powder.	6 percent purchases. One free with each 12 purchased; 2 items; 3 free with 12.	1,900 dozen Feenamint 25 cents size per year	9 and 3 percent of purchases	\$900 per month	5 percent purchases creolin, saccharine tablets, and zinc stearts; 2 cents per pound on milk, sugar, and	June 20 to Aug. 31, 1635 percent of purchases; Sept. 1 Displays.	1055 percent of purchases. Various discounts on purchases; approximately \$20,000	10 per est purchases \$1,500 per year. 5 percent purchases of Bovril, 4 percent on Bosco choc- olate airup, 81 per thousand tes balls, 2 percent pur- chases of confre.	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	5 percent of sales. 15 percent of purchases. 16 percent purchases. 5 10 percent purchases of Dr. Lyon's Tooth Powder,	Auxiliator, Spercent included in trade discounts; color restorer, 3 free with a dozen; renewer, 3 free with a	dozen; en shampoo, 123 dozen iree with o dozen. 10 percent purchases except 10-cent items payable in	10 percent purchases
M 10 N	NOW	64	3	99	64	-	0	-	0	64	977	944	04 60 60 60	NN	68	64
Winimum 10 percent, maximum 12 percent	Net percent Net	Minimum 15 percent, maximum 16% and 5 percent.	15 percent 15 and 5 percent Most items net; few 5½ percent Miniums 2 percent, maximum 20, 10, and 2 percent.	10 and 5 percent, Mimimum 1635 percent, maximum 20 percent.	Minimum 15 percent, maximum 16% per-		15 percent; 10-cent items net	Minimum 15 percent, maximum 15 per- cent and 5 percent and 5 percent.	1635 percent	Minimum 15 percent, maximum 40 percent	Minimum net, maximum 15 per cent	Net	33½ and 10 percent IS percent Net (10 percent	Minimum 15 percent, maximum 25 percent	15 percent	do
Waitt & Bond, Inc.	Lamont, Corliss & Co. Live Savers, Inc.	Abbott Laboratories	Anacin Co. Bisodol Co. Bauer & Black. Block Drug Co.	Emerson Drug Co	Health Products Corporation	Lambert Pharmacal Co	Lehn & Fink	Merck & Co	Noxzema Chemical Co	Parke, Davis & Co	Petrolagar Laboratories, Inc Seeck & Kade, Inc Wm. S. Scuil Co	E. R. Squibb & Sons	Tyrell's Hygienic Institute H. K. Wampole & Co. The Wander Co. R. L. Watkins Co.	Paul Westphal, Inc	Wildroot Co	Wyeth Chemical Co

1 Net. 9 Minimum net, maximum 2 percent.

(Continued on page 20)

AMERICA'S GREATEST



HEARST NA

Ever of th Buy po

Me production ITING Only

Every sales-manager will appreciate the thought of the nation's greatest reservoir of Volume Buyers ... and of dominant, productive selling power, ready to be unleashed at his command.

NWSPAPERS

ALIZING FORCE OF AMERICAN SALESMANSHIP 18 OF AMERICA'S PREMIER MARKET AREAS

Liggett Drug Co., Inc. (Continued from page 17)

	Discounts shown on invoices		A de de de la companya de la company	
	Trade	Cash	Additional compensation and advertising and advertising	Method
Medicine and prescription department—Continued Zonite Sales Corporation	Minimum 10 and 5 percent, maximum 16%	Percent (8)	\$3,000 per year.	Do.
Bayer Co. Medical Co. Dill Co. General Drug Co. Larned Corporation	percent. 15 and 5 percent. 15 and 5 percent. 16 do. 16.	-0000	\$32,000 per year 10 percent purchases Native Herb Tablets. 2 dozen Espotabs free with each gross purchased \$4,500 per year. 10 percent purchases.	áááááá
Scholl Manufacturnig Co	Scholl Manufacturnig Cododo	2	plier has a demonstrator. 5 percent asles except for stores in which supplier Comissions for has a demonstrator. 34 lespeople.	Comissions for salespeople.
Carbona Products Corporation	Minimum 15 percent, maximum 20 per-	63	Z months of year 6 percent of sales instead of 5 percent Do. \$250 per month when supplier's products are advertised Newspaper advertisis	Newspaper advertising
Fancy department: Affiliated Sales, Inc	Minimum 15 percent, maximum 16% per-	(9)	10 percent purchases after excise tax of 10 per cent., Displays.	Displays.
American Safety Razor Corporation	American Safety Razor Corporation Minimum net, maximum 15 percent; 10 percent in free goods on certain items.	7	10 percent purchases except on special deals	Do.
American Thermos Bottle Co Harriet Hubbard Ayer, Inc	Minimum net, maximum 40 and 10 percent 331/5 and 15 percent	~ ~	Difference between 40 and 10 and 2 as billed and 40 and 10 and 5 and 5, items billed net not included.	Do.
Bost, Inc	15 percent on regular items; 10-cents	1 (1)	plays 10 percent purchases	Do.
Bourjois Sales Corporation	Minimum 33½ percent, maximum 33½— 10 percent; additional 10 percent on bulk		Trade discount of 10 percent is compensation for displays	
Colgate-Palmolive-Peet Co	Net	2	\$4,000 for first 6 months of 1935 for newspaper adver-	
Conti Products Corporation	Minimum 10 percent, maximum 30 and 10 percent; I dozen free with gross on cer-		tising 10 percent purchases of Castile soap and Castile shampoo	Do.
Coty, Inc.	Minimum 33½ and 5 percent, maximum 33½and 10 and 5 percent; 6 free with	1	5 percent purchases	
Delatone Co	gloss on certain nems.	60	8 10 percent purchases	Displays.
 Minimum 1 percent, maximum 2 percent. 2 percent on regular items, net on 10-cent items. 	2 percent, on 10-cent items. (Continued on page 93)	e page 9	68	

A Wharding port, "Whan extric Cocause to an

must sides, in the Sunda Seld counte usual. high spanied to equ throug school' miles or so of tubes speaker am und least o station. In topen of owas Ge Mercha at all, the for dist tic thore ing to packed inspirat From front, the wheels it I did visually self. For a sementhe attempts on the self. For a milliperches soon sets to the self. From the self. From front, the self. Fr

By Arthur H. Little

WEEK ago last Friday, a jetblack cat moved into Warren Harding High School, in Bridge-

port, Conn.

We brought the cat in early," an executive of the General Electric Company explained to me, "because we wanted to accustom him to an environment that, at first, must have seemed strange. sides, of course, he was to go on in the dress rehearsal scheduled for

Sunday."

Seldom, indeed, has a cat encountered surroundings more unusual. For this cat moved into the high school, not alone, but accompanied by enough theatrical scenery to equip a road show. With him, through a stage entrance of the school's big auditorium, also went miles of wire and a box-carload or so of lights and enough vacuum tubes and condensers and loudspeakers to set up-and perhaps I am under-estimating somewhat-at least one big-league broadcasting

In the offing-in fact, due to open on the following Mondaywas General Electric's annual Camp Merchandise, which isn't a camp at all, but a nation-wide convention for distributors. With characteristic thoroughness, G-E was preparing to put on a four-day, closely packed program of instruction and

inspiration.

From back-stage and from outfront, the cat and I watched the wheels go round. More accurately, I did virtually all the watching myself. For he, having discovered the basement cafeteria, wherein neither the attendants nor the customers were abnormally hard-hearted, and having spied out, besides, at least a million lofty and interesting perches on which to snooze-he soon settled down to catch up with

what appeared to be about forty

years of lost sleep.

Proceeding then on my own in this report of G-E convention technique, I hasten to set down this all-pervading fact: When G-E throws a convention, G-E throws it far and wide and high and handsome.

G-E doesn't skimp. Nor yet do the planners leave details to chance, Every staged presentation, every luncheon, every interlude of recreation, from the flag-raising on the factory lawn to the closing speech in the convention auditorium, undergoes timing and scheduling.

There are committees and subcommittees on general planning, on program, on hotel accommodations, on attendance, on presentations, on finance, on golf, on swimming, and For all I know-and, on dining. as something of a convention veteran I well realize how keenly such tribunal is needed-for all I know, there is a special committee on: Convention Expense-Doubtful to Dubious.

Visiting Distributors, Expertly Cared For

This year's attendance of distributors and their salesmen totaled around 350. When he arrived, every visitor had been assigned to a hotel-to which, incidentally, his baggage also had been tagged; and in his Camp Merchandise directory, which was one unit in his convention equipment, he could find, by hotel or club and by room-number, any convention visitor-or, as designated by "R" for resident of Bridgeport, any company officialwith whom he might want to talk about business, or about anything

So much for the collaterals; now for the G-E dramaturgy-

Continued on page 933

items. Minimum 1 percent, maximum 2 percent.

WEATHER BUREAU

is worth while.

WHEN the News Building was in the blueprint stage, somebody got the idea that it would be nice to have a globe and some weather charts in the lobby, for people to look at.

Raymond Hood, the architect, liked the idea so much that he spent more than \$200,000 on black glass and chromium metal, and a twelve-foot globe, and charts and graphs and strange instruments all around the wall. It is a pretty swell lobby.

Well, after we got all the instruments in, we found out that somebody had to take care of them. Dr. James Henry Scarr, of the U.S. Weather Bureau in New York, had helped in getting the gadgets together, and he suggested one of his assistants for the job-Mr. J. Henry Weber. So we gave Mr. Weber the job, with the title of Meteorologist, and an admiral's uniform he hardly ever wears.

We figured that we had taken Mr. Weber out of the Weather Bureau, but that was just our mistake. Mr. Weber proceeded to make us into a weather bureau. The instruments, in the first place, are like babies and have to be cared for twenty-four hours a day. In the second place, there are reports to get out every few hours with nineteen

or twenty-four copies of each. Wh there are so many reports we didn know, but Mr. Weber says you can run a weather bureau without report Meanwhile the reports keep piling u filling room after room. In another to years or so there...

left in the News Building for tenant, the spot.

M. Weber rustle siling. When years or so there won't be any space

up some assistants. Two of them a ex-government men from places lil Panama, Medicine Hat and Nom where the United States Weat Bureau has stations and makes report Another came in cold from civil life

These Weather Bureau guys are ju like G-Men. Besides making report see us so

Mr. Chrysler's big tower is more elegant than ours - but ours shows which way the wind is going and how fast! The beehive thing underneath holds gadgets which register on dials and charts in the lobby panels.

When so

y watch e the gadge estions, giv pall our l ve you n ilding lobb

W_{ELL} any been runs years and meteorole nd of ours he was goi nted to kn e along si olen draw ather did or o we tried phone bu ore we got asked what Weber sai cially on l doing all t

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When something big breaks out abroad, the meteorologist (Mr. Weber, in this case), when we a tasty resume of the news on the globe. The globe obligingly turns around while he shot. The young actress in the foreground hangs on to Mr. Weber's word and the wing. When he is finished, nobody even has to buy a paper—that's how altruistic we are!

places liby watch every little thing, take care and Nom the gadgets, answer all kinds of Weath stions, give lectures, and apparently es report p all our lobby customers satisfied.

I civil liby we you never been in the News anys are juilding lobby? You want to come up ag report is see us sometime!

WELL anyway, our weather bureau been running along smoothly for years and we hear very little from meteorologists. But last Friday a nd of ours phoned us, on account he was going fishing Saturday and nted to know whether he should e along sunburn cream or long olen drawers; and what kind of ather did our weather bureau offer? o we tried to call Mr. Weber on phone but had to make six calls ore we got him. When we got him asked what kept his phone so busy. Weber said he had a lot of calls, cially on Friday. We asked who doing all the calling but he said he was too busy to tell us and would send up a report. Trust him for that!

Well, sir, you could have knocked us over with Jimmy Braddock when that report came up. It seems there are an awful lot of people who prefer to get their weather from us rather than the U. S. Bureau for which they pay taxes! Our weather bureau got more than 25,000 phone calls in the first six months of 1935. And from who—we mean whom! Here are some of its clients:

1—Individuals phone for data on flying weather, rain over weekends, skating and snow at winter resorts.

2—Remington-Rand phones daily in the summer months to get data on temperature and humidity, for use in the manufacture of stencils.

3—Office buildings call for probable temperature and humidity, to set controls on air conditioning apparatus.

4—The Port of New York Authority; wind velocity, to keep barges



Because of the absolute impartiality of the rain which falls with equal abandon in your backyard and on our roof, this innocuous little stovepipe contraption can catch and measure rainfall. Ain't science wonderful?

under control; snow and ice data, to keep bridges serviceable.

5—Good Humor Ice Cream Co.; to determine next day's production.

6—New York Steam Corporation; temperature data for following day, to gauge load and pressure needed.

7—Railroads; for ice, snow and sleet conditions; for snow coverage at resorts in the Poconos and Berkshires where Sunday "snow trains" are run.

8—Long Island Railroad; in the summer, for fishing conditions off Montauk Point.

9—The I. R. T.; temperature data. City law requires heat in cars when temperature falls below 40 degrees F.

10—Department of Sanitation, New York City; snow reports, to determine when to hire men for snow clearing.

11—Madison Square Garden; in summer, to get rain data preceding any event in the Bowl.

12-The Polo Grounds; rain data.

13—WMCA and other stations; for forecasts, before outdoor broadcasts.

14—Building superintendents; in winter, to plan heat requirements.

15—Steamship companies; four-day forecasts, preceding weekend cruises.

16—Long Island farmers, in summer and fall: to gauge harvesting.

17-Produce dealers; in winter, to

arrange for unloading cars and si at night if temperature is going reach the freezing point.

18—Trucking firms; for snow at 19—Restaurants; for forecasts, plan menus, gauge supplies.

20—Contractors pouring conen in winter.

21—Coal and fuel oil companies, gauge demands and deliveries.

22—Department stores; for for casts, to estimate store traffic and an requirements on the next day, and run or postpone certain advertise

23—Advertisers of anti-freeze, tions, etc., to determine insertion da

24—A manufacturer, testing but ing materials for heat conductive phoned every day for almost the years for wind direction and velocity

25—An architect, planning buildi with N.E. exposure (the same as News Building) wanted data on wivelocities to figure stresses and strain

26—Ice skating rinks; want temperature forecasts.

27—Swimming pools; to get rea for following day's business.

28—Yachtsmen; for wind veloc and direction; particularly before a during the Bermuda race.

29—Sports; a large volume of a are received in summer for weat conditions in major league cities, a



Some of the younger set drop in and confused over Centigrade and barometris p sure and such. Very educational!

Aug.

Mr. Web

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Mr. Weber, the head man, tells an admiring throng that if the low off Bermuda moves wards the Azores, everything will be hunky dory here but sorta unpleasant in the Azores.

ormation on weather at race tracks. 30-And weather nuts, in plenty!

and strain PRIOR to this exposure of Mr. eber's activities, we often wondered ether our Weather Bureau was get rea orth while. It clutters up the lobby th people something awful some ys, and keeps our telephones ringing. te reports take up a lot of rentable ace, and Mr. Weber and his gang ve to be paid. But now we're sort of conciled to the business.

cities, a After all, the weather is news that ot of people want every day-nice, ne, respectable news that will never t you into no libel suits or lose some vertising for you. And we guess it ust as sensible to collect good news our own lobby as it is to have porters running around and picking news that is sometimes not so good.

Then too, reporters take up a lot of space and bring in heavy expense accounts, a racket which Mr. Weber and his gang never caught on to. So we think that our Weather Bureau is pretty good. It puts us closer to the heart of our great public. And with big business men, farmers, railroad men, sea captains, yachtsmen and ski jumpers calling us up, it shows that we have plenty of class circulation.

So if anybody wants to know why you are running your ads in The News from now on, you can tell him that The News not only has the largest circulation in America, and the lowest milline cost and largest display linage in New York, but it also has one of the best and most popular private weather bureaus in existence anywhere. And what other medium can offer a Weather Bureau?

bune Tower, Chicago • Kohl Bldg., San Francisco • 220 E. 42d STREET, NEW YORK

The management's philosophy sums up like this:

1. Because our selling appeal is increasingly visual, dramatize the presentation audibly, and dramatize it visibly.

2. Plan for the spectacular and the startling; and to this end employ every available accessory, mechanical and electrical—and especially electrical. But—

3. Design the plan to the end that, under human limitations, it may be executed perfectly. It is better to do something simple and do it superbly than to attempt something monumental and bungle it.

These three points, this threepoint platform, it is well to keep in mind. For to the platform's pattern must be cut all the preparations that precede the opening curtain.

A Theme—the Starting Point for Planning

The planning starts with a theme. To what over-all purpose shall all the effort be dedicated? This year's convention theme was "Planning for Profit."

To every section head, to section heads concerned with the sales of construction materials and of appliances, goes the question: What message, dovetailing with the general theme, do you aspire to deliver? And each of the section heads, calling upon his imagination and experience-and usually calling, also, on the promotion-and-advertising department whose chief, J. W. (Mac) McIver is a natural showman, in fact, in view of his bulk, a showman and a half, or two showmen-each of the section heads sets down on paper what he'd like to do, and how; and, in a series of auditions, the plans are laid before the general committee for approval.

With the plans approved there enters, next, the only professional hand in the whole procedure—a scene designer. With him, the committee and the section heads discuss settings and light effects. They set up miniature stages, and experiment with colors. And then, with his orders clear, the scene

designer builds the sets and paints them.

The next step of course, is rehearsal.

Now a word or two about the sets and how they're made and why. Scene shifts will need to be fast. Although this year's backstage crew enrolled thirty shirtless and perspiring young men, including four in the flies, every piece of setting and every item of "property" that could be kept below was handled by the "ground crew"-rolled on and off on rollers, or skidded between nailed-down guides that were eased, incidentally, by soaping. In a professional house, with professional hands aloft, "flying" sets to lift them out of sight is a process that is neat and workmanlike and wholly satisfactory. But in a high school auditorium, fine as is the Warren Harding's in Bridgeport, discretion suggests that it's best not to handicap your amateur stagehands, recruited from the office and the factory, by converting them overnight into roofedsquare-rigger seamen.

Of course, the house was wired for sound-amplification—wired and supervised in this respect by a G-E engineer. Each speaker, as he took his place at the lectern at one side of the proscenium, donned a microphone that rode his chest; and loud-speakers picked up his words and sent them to the farthest row of auditorium seats. In addition, however, this very arrangement enforced the installation of what to me was an innovation.

Back-Stage Boasted Its Own Loud-Speaker

Out front, on the house side of the traveler, a speaker—and each of the speakers delivered what was essentially a dramatized address—could be ringing the welkin no end; and back-stage, the stage manager, alert for cues, might hear only echoes. Hence, the back-stage boasted a loud speaker of its own, linked to the main amplifying system and tuned down to the level of the back-stage acoustics.

And it was from back-stage that every presentation—and most of them packed wallops—attained its 935 ints is the

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The Times Outpulls

This interesting letter on the results of its advertising was received recently from The C. B. Dolge Company, Westport, Conn.

"I know you will be interested in the results we have been getting from our small two-inch advertisements on the Garden Page of the Sunday Times. We found that The New York Times outpulled local newspapers in practically every section of the country where we have used newspapers for the same space of time.

"We are continuing to get over \$2 worth of business for every dollar invested, getting orders for materials from about one-third of the inquiries for our Ground Maintenance Manuals."

The New York Times

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climax. Out front, a speaker at the lectern would conclude his address with something like this:

"And now let me show you something with which you all are familiar."

On the cue-line, the traveler would part full-stage, to reveal, upstage and center, a panel-built property, ten feet high.

"You recognize it," the speaker would go on, leaving his lectern and striding to the gleaming thing of black and white. "It's a switch! At its base are these two plugs—Enthusiasm and Product. Let's connect the plugs and see what happens." (The plugs slide together—but, as yet, nothing explodes.) "You see, nothing happens. Not until you throw this switch." (He lays hands upon a massive switch-handle, thrusting out from the central panel.) "Nothing happens until you throw in this switch of energy..."

And he throws the switch; and bang! up lights a transparency overhead reading. SALES QUOTA; and then bang again, and the transparency drops to uncover a searchlight that, with baleful eye, glares smack into the faces of the watchers and—

"The spotlight," the speaker shouts, "is on you!"

A Balloon Basket and a Pretty Girl

That was the general idea. In full view of the audience hung a full-sized balloon basket, its passenger a pretty girl. A speaker had explained that G-E distributors and the dealers would sell more G-E clocks, if—

The balloon hung captive, moored to two bags of ballast, one labeled—for the purposes of this account—X and the other Y.

The pretty girl cut the ballast ropes. And, zowie; up she swept, basket and smile and all.

Another speaker, patently prejudiced in favor of vacuum cleaners, had been explaining how, if distributors and dealers sold more cleaners, they'd make more money; and at his climax, the stage crew, sharply on the cue-line, unleashed a cyclone of what looked like enough

dollar bills to clean up the New-Deal national debt.

And finally it was left for Showman McIver, all two of him in a linen suit that would have tented the Bridgeport G-E Works, to deal, dramatically, with a subject that covered everybody—advertising and sales promotion.

From his microphone in the orchestra pit, Chairman D. C. Spooner announced:

"The Old Maestro, himself."
And Mr. McIver, who, physically, can easily be seen from any distance at which you could discern, say, a steam-shovel—spiritually, Mr. McIver spread himself.

Mr. McIver Puts the Audience in His Pocket

He opened alliteratively. In language that sounded like a rape of the thesaurus, he paid his respects to the speeches and acts and turns that had gone before. And then, with his audience in one of his capacious pockets, he launched into something that, for its intrinsic interest, its eloquence, and its effect upon that audience—and they clapped their hands and whistled and stamped their feet—I shall take the space to quote just as he said it.

the space to quote just as he said it.
"I propose," he said, "to tell you a story with two heroes.

"The first hero is the dealer. Ordinarily, the manufacturer's alibi. He is condemned, coddled, admired, feared, and loved. He is a prominent fellow in his neighborhood, and a damned good neighbor. He is generally in the retail business because he likes to meet folks and because he thinks it is a pretty good way to almost make a living.

"Whether he is a great department store, or a small neighborhood dealer, he looks for the merchandise and the plans that will make him a channel of trade and not a milk pond. He sells hundreds and hundreds of products; and his life is a constant struggle to free himself from the blandishments of salesmen so that he can find time to do a little selling.

"He is eager for plans and ideas, with good merchandise, that will simplify his merchandising life. He has a lot of common sense. He

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is strong for merchandise that sells at a profit. He is loyal to the man who helps him. He has the confidence of his customers. He is jealous of his reputation and his He is proud that he good-will. represents the General Electric in his neighborhood.

"Without his interest, his effort, and his success, it is futile for us to dream of success. He is most important. In our story, then, he is public hero Number One-the

dealer.

"My second hero is the gifted gentleman who is a salesman because he wants to be a salesman. He is the most human of human beings. He is what most dealers know about the General Electric Company. To many of them he is the General Electric. He is his company's representative with the dealer and his dealer's representative with his company.

Qualities of G-E's Second Hero

"He can drive a hard bargain with the chiseler, or nudge the timid to

"He knows all the hotel managers by their first names and he gets the room and the service he wants. He knows all the telephone operators by their first names, and whether he is ordering flowers for a bereaved customer or cracked ice and ginger ale for a customer with sorrows to drown, he does it with an irrepressible optimism, magnificent understanding, and a sincerity that are characteristically his own. He can take business from his competitors and make them join the celebration of his victory

"He can't be stampeded. He has been there before. He knows all the places. He can sing a psalm with you, or give you the address of a good number. If your proposition is sound, his enthusiasm and his energy are yours. But as an assayer of bunk and hooey, he is lightning-like in his speed and

devastation.

"He is a philosopher. When he learns that his efforts are not to be backed up by his own house or by a manufacturer because of delayed deliveries or unexpected troubles, he growls, grits his teeth, shrugs his shoulders-and goes back to protect the situation until it can be worked out. When he learns that a difficult job must be done, he packs a sermon into a pitying stare, tightens his belt, and does it.

He considers it his divine right and privilege to damn the mental, moral, and physical deficiencies of the executives at the factory and of his own home office. It is his right, and his alone. It is neither safe nor healthy for an outsider

even to agree with him.

"He is the gentleman whose importance cannot be over-estimated. If more sales are to be made, he must make them. If profits are to be planned for, he must be in the planning. If plans are to be promoted successfully, how, without

"He is, so far as we are concerned, Public Hero Number Two that hard-boiled good egg, the

distributor's salesman."

As I have indicated, the boys liked that. Seldom, in any sales convention, have I heard a more effective opening. I thought: "To carry on from there, that big fellow will have to be good!"

And good he was-good in his own right, and good with the help of the stage crew and a cast of actors. For, when he introduced his two heroes, the heroes themselves-in blown-up head-portraiture painted on flats that later were to serve as curtains for black-outs

came into view.
"You'll notice," Mr. McIver said, "that we've emphasized the eyes. And it was even so. For the eyes of that dealer and of that salesman were super-banjo eyes that, at times, rolled upward in veneration, and at other times-as Mr. McIver eulogized-dropped in modest embarrassment.

"We've emphasized the eyes," Mr. McIver explained, "because thus we symbolize our increasing use, this year, of visual appeal."

And then he proceeded to demonstrate, right there, how deadly is visual appeal even when its aim is merely to sell ideas and ideals. For, as he talked at the lectern, one panel or the other would glide open

IS JUST AS GOOD. "NOW SONNY, THIS

-not even children. Just as good" merchandise is not good enough for a lad like

in America's second largest market. As for your Chi-

as good" merchandise is not good enough for a lad like Junior Morton. He knows from experience that what Mother has ordered is what he must take home—or back is soos

Mary Morton is only one of hundreds of thousands of Chicago American housewives who demand and insist upon getting branded and absertised merchandise. And these women buy at least half the food, or for that matter, half of everything sold in Chicago. Mr. Manufacturer, if you're not

in America's second largest market. As for your Chicago dealers: they will be foreed to sell your competitor's merchandise—instead of yours—to every other one of their customers.

Advertising in the Chicago American gives you a sharp, direct attack on the largest evening circulation in Chicago, with more home circulation, with more children dependent upon the parental purse. This great consumer market is yours for the—Advertising.



CHICAGO AMERICAN

... a good newspaper

NATIONAL REPRESENTATIVES: HEARST INTERNATIONAL ADVERTISING SERVICE Redney E. Beene, General Manager

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to reveal, as in a revue black-out, some sequence of pantomime.

Mr. McIver talked of consumer habits, and of how hard they are to break; and a pantomine at a breakfast table proved his point when habits, crossed by obstacles, blew up in a dish-smashing climax of temper.

He talked of salesmen's habits, and of how hard they are to break; and a pantomime in a dealer's office proved his point that a salesman may take lightly such things as prospect cards and pre-prepared

presentations.

And to me, those pantomimes revealed something else—and that was G-E's simple and highly effective method of dealing, in dramatic presentations, with dialog. I have written plays and directed them. And in theater wings I've stood tense and sweated pints out of the palms of my hands, while an actor who had gone up on his lines stood mute, and a prompter, out of sight, seemed to have dropped dead.

But here was drama that no actor, not even one of those "quick studies" whom I always feared worse than death, could well forget. Here was action in which no one could fumble the words; for, except for Mr. McIver's running fire of discourse—timed to the split second with the actors' "business"—there were no words at all.

Pantomime is old enough to be ancient. But, having seen it work at Bridgeport, I should like to flout history and credit the art's invention to G-E's House of Magic.

And finally, the black cat.

His moment didn't come until Wednesday; but when it came, he starred. Cast in a pantomime in the McIver act, he lay slumbering in a box—a box that had been buried under an avalanche of merchandise in an awful-example

window display.

While the audi-Then, presto! ence looked on and while Protagonist McIver, at the lectern, admonished all eyes to watch closely, there dived into that window two homeoffice display men, swiftly to transform confusion into attention-getting, goods-selling order. First, they excavated. Out flew empty cartons. Down came cobwebs. then one of the busy pair thrust an arm deeply into the chaos, to lift out, still dreadfully sleepy, the best and most natural pantomimist of them all.

"Get it?" a distributor in the third row asked his seat-neighbor. "That dealer ain't trimmed his window for so long, the cat's been using it for a bedroom!"

And when last I glimpsed him, the cat, himself, was padding purposefully down the stairs toward that basement cafeteria.

This year, and possibly to the institution's surprise, Warren Harding High School, in Bridgeport, will find itself harboring a jet-black mascot. For he has moved in, I think, to stay.

H. A. Casey to Join Hearst Papers

Harry A. Casey, for the last seventeen years with Scripps Howard Newspapers and, prior to that, advertising manager of the Atlanta Georgian American, joins the promotion department of the general offices of Hearst Newspapers on September 1.

Now Wilson-Dalton

Howard H. Wilson & Associates, Chicago, radio representatives, have changed their name to Wilson-Dalton. T. W. Dalton, formerly with the Pepsodent Company, has joined this organization.

G. M. Hitchcock Transferred

G. M. Hitchcock has been transferred from the New York office of Standard Rate & Data Service to Chicago where he will be manager of sales research.

New Appointments on "Arts & Decoration"

Mrs. Etta S. Wolf has been appointed advertising representative in New York for Arts & Decorations. The publication also has appointed Simpson and Reilly, with offices in Los Angeles and San Francisco, as its West Coast representative. Wells Constantine, in addition to his duties as advertising director of Travel Magazine, will be in charge of all hotel, resort and travel advertising in Arts & Decoration.

Altorfer Brothers Company Names Kinsall

William H. Kinsall, former automobile editor of the Peoria, Ill., Star, has been appointed assistant advertising manager of the Altorfer Brothers Company, Peoria.

To Compete with Radio

Wired Broadcasting Services Not Taking Advertising Yet, but Are After Listener Attention

W HAT promises to be a new medium in advertising is now under way with development of wired broadcasting systems. There is great activity in the offices at 551 Fifth Avenue, New York, of the Morning Telegraph Sport News Teleflash System which will broadcast sports and news events both to private homes and to stores.

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Last week also saw extension to New York and Boston of Ticker News Service, Inc., which has been operating in Philadelphia. These companies are selling their services to stores, bars, restaurants and other outlets, sending their broadcasts over telephone lines. flash, while it is not selling time to advertisers now, will do so eventually. In the meantime it is perfecting its organization and adding to its list of client outlets. Newspaper advertising last week announced the service to the public and invited retailers to write for information.

Ticker News, for the present at least, is not contemplating the sale of time to advertisers. The Philadelphia studio has been in operation about six weeks and has about 500 outlets signed up. It has contracts with both the International News Service and Universal for their bulletin reports. Ticker News is the organization which used to serve the New York Curb Exchange when this exchange functioned on Broad and News Streets prior to going indoors in its own building.

Teleflash is sponsored by the Moses L. Annenberg interests. It is headed by Stanley Kahn, president of the Morning Telegraph, whose sports and news services it will receive. Saul Flaum is general manager. For years he has been associated with the Hearst Organization, ten years as assistant to the president of the International

Magazine Company. He also was associate editor of Cosmopolitan and, later, editor of Cosmopolitan Book Corporation. More recently he has been engaged in radio for himself.

Teleflash will report all sport events, play by play. If it is reporting a ball game, the broadcast will be broken into, for example, to announce racing results so that followers of all sports will be getting something of particular interest to them.

Stresses Freedom from Advertising

Another activity to receive news mention is Wired Radio, Inc., a subsidiary of the North American Company. Under the name of Muzak, this company has been experimenting with entertainment programs which are carried from a central studio by telephone or power lines to private homes. This venture is making much of the fact that its programs are and will be free from advertising matter. Its receiving sets are available to subscribers on a rental basis only, charges varying from \$1.50 to \$4.50 per month with the local utility rendering the bills.

C. W. Hough, of the North American Company, is president of both Wired Radio and Muzak; Waddill Catchings is chairman of the board, and H. D. H. Connick is vice-president.

Wired radio, of itself, is something that is not entirely new. It is the basis of a service which the Wired Music Company, New York, has been rendering for more than three years. Its customers, for the most part, are hotels which, from noon to midnight, are supplied with orchestra broadcasts. This company has not sold any time to advertisers and does not contemplate doing so.

Authoritative opinion in the ra-

A Comps



It is a fact

-that New York Evening Journal readers spend more for cosmetics than entire states like Kentucky or Indiana. NE

ARS

xion

LIKE ALL THE BELLES OF OLD KENTUCKY ROLLED INTO ONE

HE belles of Old Kentucky enhance their charm with drug-store purchases for which cosmetic manufacturers thank their lucky stars. Not to lose sight, though, of another group which buys nearly twice as many cosmetics as all of the Blue Grass beauties put together . . .

The girls and women in the 600,000 substantial homes where the New York Evening Journal is, and always has been, the preferred evening paper.

Many manufacturers would be hard put to supply their needs alone. No one hoping to get the greatest profit from New York can neglect their patronage. And it can be secured . . . through the Journal.

NEWYORK JOURNAL

THE NECESSARY NEWSPAPER

NATIONALLY REPRESENTED BY

LEARST INTERNATIONAL ADVERTISING SERVICE

RODNEY E BOONE GENERAL MANAGER

dio industry holds that the "wired radio" idea is too premature to venture any guesses as to how it will take hold with the public. While it is readily admitted that advertising material on the air meets with varying degrees of objection in many quarters, it is felt that the programs of today are too good to expect any appreciable part of the public to be weaned away from them. Much of the objection, too, it is felt will rapidly dissipate itself when confronted with the

necessity of paying from \$18 to \$54 a year to receive broadcast entertainment which has as its principal appeal the fact that it is free from commercial advertising mes-

There was a time, one expert points out, when wired radio, so-called, might have proved popular with a public that was struggling to eliminate static. But with the improvement in receiving sets, the problem of external noises is not what it was.

Represents "Pacific Rural Press"

Represents "Pacific Kural Press"

Effective January 1, 1936, the E. Katz
Special Agency will handle the national
representation for the Pacific Rural
Press, San Francisco, which for the last
six years has been a member of the
Associated Farm Papers. Effective immediately, the E. Katz Special Agency
will represent the Pacific Rural Press
on a special merchandising plan in
connection with the publication's Homecraft Institutes. The Pacific Rural Press
will continue, as it has in the past, to
handle its own representation in the territory West of the Rocky Mountains. tory West of the Rocky Mountains. . .

A. B. C. Meeting

A joint meeting of the newspaper publishers' committee, appointed at the October convention to study the by-October convention to study the by-laws, rules and procedure of the Audit Bureau of Circulations, and the com-mittee of the board of directors of the A. B. C. is scheduled for September 13, at the Hotel Astor, New York. The regular September meeting of the board of directors of the A. B. C. will be held on September 14.

Presbrey Adds to Staff

E. A. Thiele, for nine years in the advertising department of Cunard-White Star, Ltd., New York, and for the last two years with the National Council of Shoe Retailers, has joined the Frank Presbrey Company, New York.

Cumbliss Has New Post

Raleigh Cumbliss, for the last ten years advertising director of the Provident Life and Accident Insurance Company, Chattanooga, Tenn., has resigned to become managing editor of the Chattanooga Times, of that city.

Daugherty Adds Westover

Jimm Daugherty, Inc., St. Louis agency, has added Ray Westover to its staff as an account executive. During the last several years he has been in advertising counseling work.

Marshall Field Appointments

Marshall rield Appointments
Hughston M. McBain has been made
merchandising manager of Marshall
Field & Company's wholesale and manufacturing divisions. In 1932 he was made
general manager of the Merchandise
Mart and for the last two years he has
been assistant to Mr. McKinlay, president of the company. A. T. Graves
succeds McBain in charge of all real
estate operations of the company. G. S.
Mears has been installed as sales manager of the wholesale and mills under ager of the wholesale and mills under the new set-up.

"Popular Science" Advances Burr

James W. Burr, who has been on the space selling staff of the Popular Science Publishing Company, New York, for the last two years, has been appointed Eastern advertising manager. He will continue to cover New York State and Northern Pennsylvania for both Popular Science Matthlumia Gor both Popular Science Monthly and Outdoor Life, two of the magazines published by the company.

Silentaire to Muller

J. P. Muller & Company, New York agency, have been appointed by the Truscon Steel Corporation to handle newspaper advertising of its Silentaire air conditioner. Campaign starts this week in the New York area and will gradually include other large cities in the Eastern territory.

R. C. McDonald Joins Rankin

Roger C. McDonald, until recently art director of L. Bamberger & Company, Newark, N. J., has been elected a member of the firm of Wm. H. Rankin Company, New York. He will be in charge of the agency's plans and production for all advertising.

Hubbard with Mystery Magazine

Stanley Hubbard, formerly with Car-tooms Magazine, has been named adver-tising manager for New Mystery Ad-ventures, New York.

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Comparative Research

A Modern Method of Getting Greater Results from Each Dollar of Marketing Expense

By Howard E. Blood

President, Norge Division, Borg-Warner Corporation

W ITH increased competition and retarded volume in many industries, sales resistances have naturally mounted. The average manufacturer finds himself in the interesting position of having to apply more selling power with less ability to defray its costs. The company that expects to progress, compared with its competitors, must arrange to gain far greater results from each dollar of marketing expense.

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> It was once the common conception that competitive dominance could be won by any management sufficiently courageous to be willing to top a promotional appropriation of any other company in the field.

> We have now reached a time, however, when huge appropriations can no longer be considered a substitute for brain work and efficiency in advertising or promotional

Someone told me recently of the man who jumped from the forty-second story window of the Chrysler Building in New York with the comment, "I'll show them I have guts." In the place of such courage to leap, my feeling is that modern management must resort to comparative research to know factfully where it stands in relation to its competitors in every important phase of its marketing activity.

By comparative research, I mean the regular practice of scientific study, sufficiently wide in scope and reliable in technique, to measure the progress and possibilities of any company, compared with its competitors, in relation to product improvement, market position, present and probable public preference and dealer performance. Before getting into the value and methods

of comparative research, an understanding of the following basics is important.

Comparative research is an excellent assurance policy-in fact, the only one of which I know which insures protection, measures progress, justifies appropriations and increases the results per dollar of marketing expense. Broadly speaking, it can be used to measure the periodic change of a company's marketing activities compared with a like previous period and compared with competitors, In infers the continuous research practice and becomes more valuable as progresses.

ls Really an Inventory of Intangibles

We have found that an annual survey on a comparative basis is sufficient to measure our progress in many details. In essence, it constitutes an inventory of the intangibles of our enterprise such as the measure of our recognition, good-will, market position and the degree of performance improvement which our dealers have achieved. A period of this survey each year is the same so that it reflects a similar type of result. By comparing the result, using the same framework, we are able to tell many things in relation to sales methods, advertising appeals and distributive practice.

Naturally, the subject is too large for detailed discussion here, but I do want to bring out some of the values of comparative research through a few illustrations and discuss the technique that can be used in engineering it.

Companies are justifiably reticent about exchanging confidential sales

ERTISIN

AROUSE DESIRE GAIN

> American Machinist Aviation **Bus Transportation Business Week**

McGRAW

Coal Age
Chemical & Metallur trical World
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Construction Methods neering and
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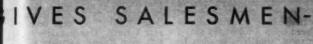
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McGraw-Hi

1035



SEVEN LEAGUE BOOTS

THE SALE

REATE NVICTION

TO outstrip competitors in today's race for sales, let advertising win the attention of the prospect, create the desire to buy, and establish preference for the product. Then the salesman can start on the actual work of closing the sale.

It's highly questionable whether you can meet competition if high-priced flesh-and-blood salesmen do the penny-a-call work that advertising can do as well. Can you afford to make your salesmen devote their time to doing the work which advertising can do at a fraction of the cost?

UBLICATIONS

Netallus rical World ronics
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Engineering News-Record Food Industries Factory Management and Maintenance Metal and Mineral Markets Power
Product Engineering
Radio Retailing
Textile World
Transit Journal

McGraw-Hill Publishing Co., Inc., 330 West 42nd Street, New York, N. Y.

data and it is difficult to estimate any particular company's present and probable position compared with competitors, if entire reliance is placed upon information gained from them. But it is possible, by objective research, if of sufficiently wide scope, accurately to measure one's present and probably market position compared with competitors.

For example, in the comparative research which has been the Norge practice for the last three years, through our objective surveys, we have been able to estimate accurately our present position compared with all other manufacturers in the electric refrigerator industry. We know this method to be highly accurate because, compared to the position disclosed in an analysis of confidential figures accurately interchanged in relation to sales activities in thirty-five cities under association sponsorship, our position in this, and the one disclosed by our objective surveys, varies but a fraction of 1 per cent.

Further, we are able to measure the increase in our present position compared with competitors. Another great use of the comparative findings is that it shows us the percentage of total industrial volume which we can rightfully expect and this forms a basis for estimating quota and consequent production estimate on a solidly

engineered basis.

A Help in Measuring Probable Ownership

It is likewise possible to measure probable ownership by comparative research. For example, by our objective surveys, we know the relative Norge position compared with other competitors in relation to probable buying intention which gives us another basis for quota estimate as well as an authenticated justification which the distributive organization will accept. limits the resistance to a sound quota, which without such proof, distributive organizations might feel was too high.

It is likewise possible to measure our increase in probable ownership from year to year as compared with our good competitors. For example, our probable position in the 1935 market as disclosed in the last comparative survey had increased better than 35 per cent over the year before. This indicates to us that, even though we make no attempt to match appropriational funds with anyone, our advertising and promotion is being effectively designed to deliver a greater result per dollar expended. Then, too, we can compare the ratio of present and probable ownership of Norge with leading competitors.

Shows How Price Influences Vary Each Year

It is possible to find the factors which will influence the buying decision and to compare the change of buyer interest from year to year. Our study in 1934 indicated that price was a 5 per cent factor while this year our comparative research indicates it is an 0.2 per cent factor in the buying decision. It is likely that the dealer organization would have placed too much importance upon price had we not been able, through such surveys, to prove that it was relatively insignificant and growing less important as a buying factor.

It is possible also to measure the degree of recognition being created by a particular year's advertising theme and schedules as well as to compare it with past years to prove whether the advertising is doing a progressively better job or whether its appeals, style or media schedules should be changed. Our comparative research method permitted us to measure reliably the increase in Norge recognition during 1934 as representing a gain of 326 per

cent.

This proved that our advertising was being conducted with unusual efficiency and that our investment in it was rapidly earning unusual results. Thus we made little change in our basic advertising policies or practice, rather improving and strengthening the technique already in use. At the end of 1935, if we can measure another recognition gain, we shall probably continue with the same fundamental advertising practice, but if it indicates that it has not been what it should,

we will to chang It is a search dealer, sales pe company those li Nothing that it di is doing matters cern in

Aug. 22

An in out is fo disclosed proved t age dea from the outside s petitors, portance in our 19 at the e parative weakness rected to age Nor per cent sales and ume from the ideal Last y

indicated the sales even tho ably wi competite prehensiv was ina surveys i ment in this year.

Establishi Among I

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we will be forewarned of the need to change our methods.

It is possible by comparative research to gauge the volume per dealer, manpower employed and sales per salesman of a particular company with the attainment along those lines of other competitors. Nothing is more vital than this in that it discloses whether a company is doing a better or a weaker job in matters which are of greatest concern in distributive success.

An instance of how this works out is found in a Norge weakness disclosed two years ago which proved that too much of our average dealer volume was flowing from the store rather than through outside sales, compared with competitors. We emphasized the importance of balanced volume flow in our 1934 marketing program and at the end of the year, our com-parative research showed that this weakness had been entirely corrected to the point where the average Norge dealer was getting 49 per cent of his volume from store sales and 51 per cent of his volume from outside sales, which is the ideal condition.

Last year, our objective surveys indicated that we were not getting the sales per salesman we should, even though we compared favorably with most of our good competitors. As a result, the comprehensive system of sales training was inaugurated and fractional surveys indicate unusual improvement in sales per salesman so far this year.

Establishing Company's Standing Among Dealers

It is possible to measure the standing of a particular company in the dealer mind compared with competitors. Likewise, the interest of the average dealer in taking on any particular line can be gauged. This is unusually significant when the problem is one of adding to existing dealer organizations.

Perhaps the most fundamental policy to adhere to in adopting a comparative research technique is that of making it all-inclusive. I mean that each factor in the distributive chain should be surveyed. Too often the failure of one is the result of the failure of another. If manpower maintained per dealer is too low, the cause may be found in the fact that the wholesaler has not been acting as a sales counselor in relation to this important dealer essential. A dealer survey would uncover the condition but it requires a survey among wholesalemen to uncover the cause.

Survey Must Cover Many Factors

There is an interlocking relationship of cause and effect among all distributive factors and a sound interpretation cannot be built upon a research which is pointed only to one or two of them. Thus it is essential to survey the condition among a company's field organization, jobbers or distributors, wholesalers; dealers, salesmen, con-sumers, last of all, the users of its product-those who have been owners for some time, and those who have bought during the year under study. At first thought, this seems a difficult task but in the hands of those skilled in market engineering, it is a relatively simple and economical activity.

The research technique is vitally important. Above all, the policy should be to adhere to the practical, the simple, with the aim of uncovering findings which can be used to improve practice. Each survey pattern should be designed by someone who is skilled in actual merchandising practice and who is able to weed out of the great mass of questions that might be asked, those which are fundamental to sales improvement. These should then be formed in a questionnaire pattern which makes standard answers proceible.

swers possible.

It is, of course, essential to get sufficient case reports to be able to rely on the law of averages. We have found that findings vary little over the limit of 10,000 case reports in consumer research and above 250 case studies in dealer research. Anything less creates a variant which endangers interpretation and anything above is relatively an extravagant expense. But

AMERICAN HOM

America's No. 1 medium for advertisers who sell anything for the home.

CIRCULATION GUARANTEE ROIN

1932 1933

1934

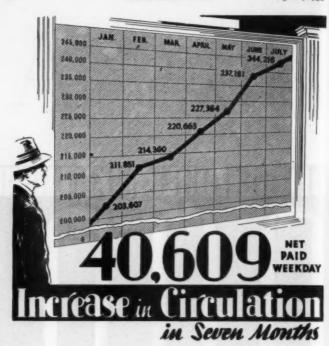
1935

-with

ROM OUTOKER UKS

1932							275,149
							309,132
							450,016
							579,036

-without boy sales, short terms, premiums or arrears.



ITHOUT contests or special inducements, the average net paid weekday circulation of The Detroit Free Press has shown an increase of 40,609 reading families per day since January 1st, or the equivalent of a city the size of Nashville, Tenn.

The 244,216 families now reading the Free Press are by far the best possible outlets for good merchandise in Detroit . . . representing the real purchasing power of the community.

The Detroit Free Press

1831—ON GUARD FOR MORE THAN A CENTURY—1835
VERREE & CONKLIN, Inc., National Representatives

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the selection of these consumer and dealer reports to reflect the varying conditions of different sections of the country is a thing which should be kept in mind.

Much greater use will be made of comparative research in the next few years. It is a broad subject but it can be culled down to simple, useful dimensions which I believe are essential to marketing success under the new marketing conditions. My purpose has been to define an approach to comparative research and I hope it will encourage others to gain from it the same benefits that we of Norge are enjoying.

Draper Named Assistant Secretary of Commerce

Ernest G. Draper, vice-president of the Hills Brothers Company, packer of Dromedary food products, has been appointed by President Roosevelt as Assistant Secretary of Commerce of the United States. He has been granted a year's leave of absence by his company and will assume office as soon as his nomination is confirmed by the Senate. In 1933 he served as president of the Date Industries Association, and last November was named as a member of the executive committee of the Business Advisory and Planning Council of the NRA.

Heads Campbell-Ewald Chicago Office

Curtis LeWald has been appointed manager of the Chicago office of the Campbell-Ewald Company, Detroit agency. He has been an account executive in the Detroit office and, prior to that, was advertising manager of the Buick Motor Company.

Griscom Buys Henry Interests

Bronson W. Griscom, vice-president of the Township Press, Inc., New York, which publishes a group of nine weekly newspapers on Long Island, N. Y., bas purchased the interest of Barklie Henry, former president and publisher of the company. Mr. Griscom now becomes president and publisher of the Township Publications.

Staley Account to Gardner

The A. E. Staley Manufacturing Company, Decatur, Ill., manufacturer of Staley's syrups and laundry starches, has placed its advertising account with the Gardner Advertising Company. The account with be handled by the St. Louis office, with A. W. Mally as account executive.

Wells Has New Post

Hal P. Wells, formerly of the Columbus, Ohio, Dispatch, the Dayton, Ohio, Journal and Herald, and the Indianapolis, Ind., News, has joined the display advertising staff of the Miami Beach Daily Tribune. He will specialize in the handling of food accounts.

Chattanooga "Times" Appoints J. L. Chandler

Julian LaRose Harris, former president and editor of the Columbus, Ga., Enquirer-Sun and, more recently with the Atlanta Constitution, has been appointed executive editor of the Chattanooga Times. He is the son of Joel Chandler Harris. For years he was engaged in editorial work with the Paris Herald.

Bergfeld, Advertising Director, "Mickey Mouse"

M. A. Bergfeld has been appointed advertising director of Mickey Mouse, published by Hal Horne, Inc., New York. He was once owner and publisher of The Field, now House Beautiful, and was for several years with the Hearst magazines.

Fox to Start Radio Business

Effective September 1, J. Leslie Fox will establish a new radio station representative business at-Chicago under the name of Radio Broadcasting, Inc. Mr. Fox was formerly sales manager of WGAR. Cleveland, and, more recently, sales manager of WLS, Chicago. Headquarters of the new organization will be at 221 North La Salle Street.

Death of A. J. Hazlett

A. J. Hazlett, publisher of the Inland Oil Indes, Casper, Wyo., died recently in that city, aged seventy. He was at one time a partner with his brother in ownership of the Crowford County News, Bucyrus, Ohio, later becoming publisher of the Findley Morning Republic and Evening Jeffersonian.

Curry with Chapman

Hubert M. Curry has joined the Curtis C. Chapman Company, Chicago advertising counselor, as vice-president in charge of a newly organized foreign department.

Squire Leaves WHK

Burt Squire, sales manager of WHK, Cleveland, has resigned, effective August 31. C. A. McLaughim, assistant sales manager, will be temporarily in charge of the department.

Brand Conscious Movies

CLAIROL, INC. NEW YORK

Editor of PRINTERS' INK:

After a rather belated reading of your article "Brand Conscious Movies" in the August 1 issue of PRINTERS' INK WEEKLY, we thought you might be interested in a recent experience of ours.

We manufacture a shampoo oil tint which cleanses, reconditions and tints hair in one operation. This is a foregn product which has been known on the continent for years and which we distribute throughout the United States and South America. We sell through beauty shops entirely and recommend treatments by trained technicians.

In the recent Fox film, "Doubting Thomas," there is a beauty shop scene in which one of our large signs appears prominently on the wall and another sign appears on the counter. These two signs are in plain view for a long enough time so that several people mentioned them to us although we did not know they were appearing in that picture.

We wanted to get some stills of this scene to use in some advertising and took the matter up through New York and Hollywood channels, but were unable to get permission to use a still showing our sign because, as we understand it, the moving picture industry is trying to do away with commercial tie-ups of this kind. I might add that in the beauty shop scene, the small sign on the counter is partially concealed during quite a stretch of film by the young man who is trying to interest the receptionist in a screen test. I may be naïve in thinking this accidental but if the producers of the picture

were conscious of the sign to the extent of having the man stand in front of it to partially conceal it, they might have taken it out altogether or had him stand directly in front of it.

All this is simply for your information and consideration. We would be interested in any comment that you might care to make about this experience as your article really opens up possibilities for considerable speculation.

JOAN GELB, President. mei

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SEATTLE, WASH.

Editor of PRINTERS' INK:

Here is another angle to "Brand Conscious Movies," in the issue of August 1.

In Jack London's "Call of the Wild," having its premier showing here, Gold Medal Flour sacks are used for window curtains in the miner's cabin filmed in the wilds of Mount Baker National Park.

At a dinner last night I brought up this incident and the question of brands in pictures with the booking agent for a large chain of Pacific Northwest theaters.

He says that it is the result of a bit of economy. It is much easier to get what they want from a nearby store than to create a package and brand for each requirement.

Then, too, I believe it is a matter of good salesmanship for any particular picture when recognized products are used. It makes the incident a bit more appreciated, the audience interprets concretely.

An immeasurable is created atmosphere. Most desirable when one is trying to get anything appreciated.

J. J. PRITCHARD.

John W. Powell Joins Bryant Paper

John W. Powell has joined the Bryant Paper Company, Kalamazoo, Mich., as a member of the sales force. "Pictorial Review" Appoints Weadon

Emile R. Weadon has been appointed as advertising manager of *Pictorial Re*view, New York.

Salesmen's Call Reports

Analysis of Forms Shows Variety of Important Data Required by Group of Companies

By Don Gridley

PART I

ONE of the greatest contributions to the morality of salesmen has been the call report. In many organizations the salesman who could put in the time and energy necessary to fill out his daily report and then go out and paint the night red would have to be a combination of Samson and Casanova.

Paper work has been the bane of many a salesman's existence. After a hard day of selling, the poor representative has had to spend a couple of hours each night in his hotel filling in voluminous records which, he feels, will be hastily scanned—if scanned at all—by the men in the home office. Is it any wonder, then, that so many salesmen look upon call reports as a necessary evil and develop an easy and deceiving technique in filling out the forms sent them by the home office?

On the other hand, many organizations know that some kind of a report is essential. They feel, often with justice, that if the salesman is not forced to make out a report he is likely to skimp here and there and not give the company the best in him. It is one of the well-known and less understandable quirks of human nature that many a traveling man, paid on commissions, whose earnings depend directly upon the amount of work he puts in, will let things slide if the home office does not exercise a certain amount of supervision.

The problem, then, is how the paper work can be cut to a minimum that will give the home office the information that it wants and needs and yet will not take up so much of the salesman's time that

he will falsify his reports or else eventually throw up his hands in mute rebellion.

A recent inquiry among a number of companies in widely separated lines of business, indicates that salesmen still are called upon to do plenty of paper work. The day has passed, however, when the average company asks its representatives to devote long hours of an evening to furnishing unessential, unimportant, uninteresting and unusable information.

Reasons for Elaborateness of Some Forms

Analysis of various report forms indicates that although in many cases they may seem somewhat elaborate the information that the salesman gives is comparatively limited in amount and often the very elaborateness of the form cuts down the time needed by the salesman to fill it in. Also, it is significant that the information required is essential if the sales executive is to keep track of developments in the field:

For instance, some companies require detailed reports on products. This is likely to be important information because it gives a quick picture of the sales popularity of one group of products as opposed to another. It also gives the sales executive a graphic idea of a certain salesman's weakness in pushing certain items in the line.

Salesmen's reports today contain information that cannot be lost in the files unless the sales manager is the type who cannot appreciate it. With a collection of reports before him a good sales executive can keep in pretty close touch with what is going on in the field—and

that is the first and most important reason for asking traveling men to fill in reports.

Following is an analysis of some of the reports used by manufacturers today.

Arrow Head Steel Products Company: This company uses a very simple form called the "Field Report." At the top is space for name of account or subject, street address, city and State, and date. There are seven places left to note the various products as follows: Alloy, C. Iron, Pins, Sleeves, Rings, Valves, Ford Parts. The rest of the form consists of simple ruled lines to be filled with remarks by the salesman. This is one of the simplest forms being used yet is adequate for the needs of the company.

Bastian-Morley Company: This company does not require reports on a special form but asks the salesmen to send in information by letter. Its reasons are well explained by Jim Donnelly, sales promotion manager, who says.

"Our salesmen reports have been a stumbling block with us for a number of years. The writer spent a number of years in the field and knows personally the disagreeableness of sitting down and writing reports. It is generally acknowledged among salesmen that the best report that one can give the home office is in the form of orders, and in many cases the poorest business getter is often the best report writer.

"There is one thing, however, that we do require our men to do, and that is to send us a letter approximately every week telling us, in their usual letter style, just what has taken place in their territory and what they have accomplished. Again, we have no special form for this type of report, but ask our men to tell us just as much about their territory as they possibly can. We find that this works out very satisfactorily.

"It seems to me that it's almost impossible to have a close check on salesmen in the field, especially in our line of business where our men are promotional men as well as salesmen and have to do considerable educational work with their accounts, which in practically all instances are wholesale accounts, although they do get to call on important retail accounts with the men of our distributive outlets.

"When the letter reports are received at this office they are gone over by the writer, and Mr. Morley, the president of our company. I believe that I see every report that comes in here, and a large portion of them pass over Mr. Morley's desk simply to note the activity of our various men.

"Referring to the first part of the answer to this question, that is that the best salesmen require few if any reports, in our case it is certainly true, for our leading salesmen report with orders. Because they have been with us a number of years and are stationed in their territories for quite some time, we are reasonably confident that they are doing their level best to accomplish everything possible to increase their business-and it is their business, because the majority of these men are operating on a strictly commission basis.

"Another thing that has a bearing on reports, is the length of service of a salesman. The first year or two the company doesn't know a great deal about a new man, but after he has been in the fold for ten or twelve years, one gets to know his idiosyncrasies, weaknesses and strong points quite well and if he's an excellent salesman, but weak on reports, we try to get along with him the best we possibly can. Others are good report writers but mediocre or poor salesmen. We work on continually trying to build them and their volume up to a point that will be interesting to all concerned."

Bigelow-Sanford Carpet & Rug Company: The salesmen are required to mail in daily reports. Three similar forms, in contrasting colors, are supplied, one for the salesman, one for the branch office and one for the New York office. The New York office has an elaborate statistical system for checking on salesmen's activities.

No other use of the reports is



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THE SUNPAPERS Go Home to the Homes of BALTIMORE

Sunpapers are delivered to all but twelve of the 688 houses in the Guilford area.



-Ad in THE SUN July 24, 1935

THROUGHOUT the length and breadth of Baltimore, The Sunpapers Go Home. This is more than a pleasant-sounding slogan; it is a statement of substantial fact.

In middle-class sections of the city, in areas where home rentals are as low as \$30 or less, as well as in outlying suburban developments, there are hundreds of "solid blocks" where every occupied house is served Sunpapers. And in many hundred more blocks, Sunpapers are delivered to all but one or two homes.

In the Guilford residential section of Baltimore, for instance, it is not surprising that Sunpapers are served regularly to all except 12 of the 688 houses in that community—coverage in excess of 98 per cent.

Sunpaper coverage as here exemplified reiterates what the great majority of advertisers already know. Baltimoreans are most readily reached through The Sunpapers—morning, evening and Sunday.

THE SUNPAPERS DURING JULY

Daily (M&E) 276,914

A Gain of 7,408 Over July Year Ago Sunday 193,007

A Gain of 9,897 Over July Year Ago





SUNDAY

New York—John B. Woodward, Inc.—San Francisco Chicago—Guy S. Osborn, Scolaro & Mecker, Inc.—Detroit St. Louis—C. A. Cour Atlanta—Garner & Grant



BEFORE STREAM-LINED TRAINS SET NEW STANDARDS

Advertising in even a slowmoving medium may eventually get you where you want to go if you can wait that long. But, today, advertisers can't afford to wait.

Collier's was stream-lined for them against buying resistance long before trains were streamlined against wind resistance. It side-tracked the slow-minded, self-satisfied type of reader who buys, if at all, when he gets around to it. And created a magazine primarily for the alert and the

progressive—made it an express advert sion of their own lives.

Fresh, sparkling fiction. Ting in a cly, incisive articles—never date mup to ged out in length. Editorials the add and odon't beat around old bushes on manufacter to standpat opinions. No help may wonder Collier's has segregate Show the the very heart of the most responsates and sive market in the United State oved professive market in the United





1985, The Crowell Publishing Co

GREATER SALES SPEED LESS RESISTANCE

e expresse advertised in its pages. And e same feeling that they're liven. Tim g in a changing world keeps for drawn up to scratch on the thousands and one new things Americals the dand one new things Americals on manufacturers are producing ons. I help make it change. Gregan Show these 2,400,000 Collier's response and their families an important the state oved product or a better way true the dyou'll flash interest instantly ry were and get a buying reaction important mediately. And that means an interchaour sales curve!

Collier's

COLUMBIA PUBLISHING COMPANY . PUBLISHERS: COLLIER'S, THE NATIONAL WEEKLY . WOMAN'S HOME COMPANION SERICAN MAGAZINE . THE COUNTRY HOME -

THE September Progressive Farmer, appearing in new type dress, shows a gain of more than 4,500 lines in both Southwide and separate edition advertising over September, 1934.

> And in every issue but one since July, 1933, Progressive Farmer has gained advertising linage over the corresponding issue of the previous year.

Progressive Farmer

Birmingham Memphis Raleigh Dallas

250 Park Avenue, New York Daily News Bldg., Chicago

More than 900,000 A. B. C. Net Paid Rate Base, 850,000 Guaranteed THE SOUTH'S LEADING FARM-AND-HOME MAGAZINE



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made, the salesmen being considered the company so far as the dealer is concerned. Literature and other material is supplied to the dealer as much as possible through the salesman and nothing is mailed. The system has been in operation since the company gave up jobbers and started selling direct.

At the top of this company's report form is room to note the office from which the salesman operates, the man's name, and date. The rest of the report is divided into seven columns containing the following information:

1 M C D 1

- 1. Name of Dealer
- 2. Location of Dealer.
- A place to show any change of buyer where salesman can fill in the name of the buyer in case of a new dealer and note changes of buyers.
- 4-5. Place to note first that the company's film was shown (by a checkmark) and, second, the number present at the showing.
 - 6. Remarks.
- 7. Branch floor calls (to be marked by checkmark).

Bourjois Sales Corporation: This company has not required a salesman to fill out reports for nine years. The salesmen write letters for advice and giving what they think is essential information but they are not checked up. According to R. P. Leube, Jr., the company has never checked up on the salesmen. Mr. Leube believes that the lower type of salesman working on straight commission probably would require checking on. He feels, however, that the type of salesman working for Bourjois does not need this type of check and that the information the company wants can be gained without detailed reports.

E. L. Bruce Company: This company has a detailed report which the salesman fills in daily. These forms are carefully scrutinized and digested by the sales manager.

Each page of the form takes care of information on ten dealers and the report is divided into eleven columns with the following information:

- 1. Dealer's name, city and State.
- 2. Buyer's name and initial.
- 3. Class of buyer (straight, mixed or pool cars or L. C. L.)
- 4. Is he favorable to Bruce products?
- 5. Can we assist you with this prospect by writing follow-up letter or otherwise?
- Approximate date of next purchase.
- 7. Approximate amount carried in stock (A) Oak Flooring (B) Maple Flooring (C) Hardwood Lumber (D) Yellow Pine and Hardwood Finish and Trim (E) Cedar Closet Lining. Use letters in answering.
- 8. Brands of flooring shown preference (A) Oak (B) Maple.
- 9. Is this concern aggressive in sale of specialty items such as Block and Plank Flooring, Floor Finish, etc.? Shall we send literature?
- 10. Shall we place them on mailing list to receive price lists regularly? (Specify which lists.)
- 11. Did you try to sell them the entire "Bruce Line"?

At the bottom of the report is room for the salesman to fill out his proposed route for the following week. He is asked to fill this out each Saturday and insert the hotel address and city at which he will be on each of the six working days of the next week. The space on the back of the report is to be used for remarks.

Detroit Graphite Company: This company's call report is in triplicate. The original is sent to the headquarters in Detroit, the duplicate to the division manager and the triplicate is retained by the salesman for his own use. The purposes of the report are outlined as follows:

1. To keep the division manager fully informed regarding the salesman's activities and to provide an easy way for the salesman to request special action with regard to an account or a prospect on the

Ameat markers



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keis no place to sell MANICURES

ON'T smile at this picture—until you have answered three serious quesons for us.

When a woman comes into a meat marte for chops, what are the chances of ritching her mind to a manicure? How uch would it improve the chances for a le to wait until she enters a beauty shop? Il right, then, when you advertise in agazines would you rather put your nail olish advertisement opposite an article a food or opposite an article on beauty hethods?

You can present your advertisement at he right time in McCall's Magazine.

By sorting advertising and editorial into ifferent magazines according to the three asic interests of women, McCall's insures ach advertiser the opportunity of secural undivided reader attention.

Magazine articles in McCall's become he advertiser's ally, not his rival. Style ad Beauty articles combine with style and beauty advertising to make it more ofitable. Homemaking articles make and advertising more profitable. Fiction and News articles in McCall's put the reader in the mood to respond to romantic appeals and pleasure merchandise.

Your advertising in McCall's sells harder because it is correctly timed to match her mood.



SEE HOW MARSHALL FIELD'S "Perfume Cockiall Bar" captures the imagination of the department store shopper. Because the shopper's attention is concentrated instead of divided, the product's importance is dramatized. Thus a buying mood is created where none before may have existed. In similar fashion, McCall's lifts the advertiser's product out of a sea of competing ideas, using editorial articles of related appeal to create a mood which magnifies the importance of the advertiser's product.



STYLE & BEAUTY

BEAUTY AIDS - COSMETICS - PERFUMBS

HOMEMAKING

POOD - DEUGS - ELECTRICAL EQUIPMENT CHILDREN'S HEEDS - HOUSEPURNISHINGS

FICTION & NEWS

TRAVEL - CIGARETTES - CAMERAS AUTOMOBILES - BOOKS - INSURANCE

MCCAIL'S

THREE MAGAZINES IN ONE

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part of the division manager or division office.

To keep the general sales department informed as to the salesman's activities with respect to the account or prospect.

3. To supply the necessary information for the operation of a sales control system in each division office and in Detroit for the use of the division manager and for the guidance of sales.

4. To provide the statistical department with the information necessary for its semi-annual reports with regard to the activities of individual salesmen and the sales activities of the sales divisions and the operations of the company as a whole.

At the ton of the report is space for the name of the company called on and its address, the name of the man called on and his title, the kind of business, whether he is a new customer, former customer or prospect, whether this is a routine or courtesy call and whether the manual is to be sent direct to the company or sent direct to the salesman.

At the bottom is space for remarks, information on usual exposure conditions and a notation on competition.

In the center is a table listing thirty of the company products and the salesman is asked to check the following information on these products where it is pertinent to the call.

Write letter on.
Quote prices on.
Send literature on.
Obtained order for.
Send panels of.
Send samples of.
Discussed.
Quoted on.
Complaint on.

This is one of those elaborate forms which really is a time-saver for the salesman. Thus, instead of writing out a detailed report on any individual product the salesman can give the essential information by checking in the proper places in the table. In this way the company saves his time and

yet keeps an accurate check on how various products are going with various companies.

Iron Fireman Manufacturing Company: Dale Wylie, sales promotion manager of the company, explains:

"Our distribution system analogous to that of automobile companies. The retail salesmen are employed by our dealers and our dealers are in turn contacted by a staff of factory district representatives working out of this office. Our dealers do not ordinarily carry a large inventory of burners but order these from the factory, with proper control equipment, as they sell them. The district representative's job is not to sell stokers to the dealers, but to help them in every way possible with merchandising plans, the hiring and training of salesmen, and other allied matters."

Reports from the district representatives are checked and referred to the proper executive at the home office, depending on the subject matter of the report. From these reports tabulations are made so that the company can tell at any time where the district representatives have spent their time and how many calls they have made on any one of the dealers during a given period.

The report gives the following information at the top:

- 1. Date of Call
- 2. Day of Week
 3. Dealer called on:.....City
- 4. Burner shipments to this dealer to date this year; R......
 ANTH.....DOM.....COM.....
 IND....Total
- 5. Signed orders on hand (not yet placed with factory): R......

 ANTH.....DOM.....COM......
- 6. How many surveyed prospects on file, Domestic.....Com.......
 Industrial.....Proposals out \$....
- 7. Direct-mail names sent in to date this year: Home Owner......
 Industrial.....Total.....
- 8. Number of salesmen employed by dealer: Dom.....Ind......

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9. Dealer should have additional manpower, as follows: Dom.....
Ind..... Combination.....

10. Number employed in mechanical department: Supt.....
Mechanics (Full Time)......
(Part Time)......

11. Calls made on prospects..... Orders Signed......(Give Details Below.)

Below this detailed information is a blank space for the salesman to make a more detailed report on the call.

Neighborly Whiskey

ONE thing this country needsand this comes from Harry E. Wilken, old-time distiller-is a good whiskey at a neighborly price. Inasmuch as Mr. Wilken, in his day, has watched over the distilling of more than 380,000,000 gallons of this necessity, his employers, Schenley Products Company, have let him dip into the family lore (his father before him was a famous distiller) to produce his conception of what should constitute a good neighborly swig. The result, christened "The Wilken Family Blended Whiskey," is being offered to the bibulous public for the first time this week.

If the new blend is formulated to be "neighborly," so is the advertising that is introducing it. In fact, in its very first piece of copy it invites the public to step right up and meet the Wilken family. There seated on a barrel is Mr. Wilken himself and grouped around in their shirtsleeves are his son, William, then Harry, Jr., and son-in-law Tom, all of whom have grown

up in the business. Father is talking: "It's our family whiskey, neighbor—and neighbor—it's your price!"

Even more neighborly yet is the pencil-written note Mr. Wilken has dashed off above the ad: "Folks look! Here's my first ad! I've been working on my whiskey so long I just couldn't wait to tell you about it. You can get it next week at your favorite package store or bar."

The new brand is blended and bottled by Jos. S. Finch & Co., Schenley affiliate, and its sponsors promise a heavy advertising campaign, to be released just as soon as supplies of the product can be stocked with the trade. The campaign opened in New York, New Jersey and New England with 800-line copy. Later the campaign will be extended to include Los Angeles, San Francisco, Florida and other sections of the country.

And how much should a good neighborly whiskey sell for? About a dollar a pint, says Schenley.

Death of Jules P. Storm

Jules P. Storm, founder of Jules P. Storm & Sons, New York advertising agency, died recently at Mount Kisco, New York, aged seventy. In 1888 he founded his present firm, specializing in real estate and legal advertising, later adding dry goods advertising. He also included subsequently the fields of banking and insurance advertising in his business.

With Export Publication

Francis T. Cole and Harry Tipper, Jr., have been appointed editor and managing editor respectively of Overseas Troder, New York, new export monthly published by the American Manufacturers Export Association.

Purchases Bryant's Weeklies

Ralph C. Karlonee, general manager of the Cadillac Press, Cleveland, and publisher of the Daily Legal News, has purchased Bryant's Weeklies, a chain of nine Cuyahoga County, Ohio, newspapers. The nine papers will continue to be operated as Bryant's Weeklies, Inc., with Bert Bryant, head of the group since 1900, remaining in an active capacity to reorganize the advertising and editorial staffs.

Wurlitzer Appoints Hall

The Rudolph Wurlitzer Company, Cincinnati, has appointed Neal Taylor Hall as assistant advertising manager. He was formerly an account executive with the Burns-Hall Advertising Agency, Milwaukee, Wis.

New Gillette Campaign

I N one of the largest advertising programs in its history, soon to be started, the Gillette Safety Razor Company will conduct its prospects behind the scenes, so to speak, and show them how Gillette Blue Blades are made. Hitherto closely guarded manufacturing processes are to be made public—a new and startling copy theme in an industry so highly competitive as this.

The campaign will be one of the largest that the company has ever had—meaning that it will rate with the top-notchers in all industries.

The intricacies of blade production will be set forth vividly in the advertising. The story will be carried directly to the point of sale where counter and window displays will tie up with publication messages.

In addition to an extensive magazine schedule, several hundred newspapers will be used—the newspaper effort to extend into all cities with a population of 50,000 or more. In business-paper space a series of special messages will be addressed to dealers in an effort to strengthen retail support of the program. The dealer copy will talk profit and the company will make clear its position as to fair trade practices.

Burnett Agency Issues Statement on New Accounts

The dates on which it will begin placing copy for accounts of its clients has been released by The Leo Burnett Company, new Chicago agency. According to Leo Burnett, president, the agency since August 1, has been servicing the Real Silk Hosiery Mills, of Indianapolis; the Hoover Company, of North Canton, Ohio; the Minnesota Valley Canning Company, of Le Sueur, Minn., maker of Del Maiz products; and Fine Foods of Canada, Ltd., Windsor, Ont. The Burnett agency, states the announcement, will place Real Silk copy and radio programs, beginning October 27, Minnesota Valley. December 1, and Hoover at the end of the present campaign, January 1, 1936.

Byrum-Reaves Dissolves

Byrum-Reaves, Inc., Denver advertising agency, has been dissolved. The principals have sunder their own names, R. H. Byrum at 1829 Champa Street and R. Y. Reaves at 810 Fourteenth Street, of that city.

Wilson with Ruthrauff & Ryan

Robert G. Wilson, recently with Armour & Company, has joined the copy staff of the Chicago office of Ruthrauff & Rvan, Inc. He formerly was with the J. Walter Thompson Company and Sears, Roebuck & Company

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Johnston Names Mueller

Lloyd Mueller has been placed in charge of advertising of the biscuit department of The Robert A. Johnston Company, Milwaukee.

James R. Nicholson Heads Boston Brewer

Croft account.

James R. Nicholson, long engaged in the brewery business, most recently as assistant to Colonel Jacob Ruppert, has been elected president of the Croft Brewing Company, Boston.

ing Company, Boston.
R. P. Bischoff was elected first vicepresident and treasurer.
McCann-Erickson, Inc., handle the

To Sidener Van Riper & Keeling

Franklin T. Dunlap, formerly account executive with the Geyer Company, Dayton, Ohio, has joined the staff of Sidener Van Riper & Keeling, Inc., Indianapolis. He is with the new business department of that agency.

Joins "Current Controversy"

D. S. Moran, formerly with the Financial World and the Magazine of Wall Street, has joined the advertising staff of Current Controversy, new topical monthly, which is being published from 101 West 58th Street, New York.

Green Fuel to Rooney

The Green Fuel Economizer Company, Inc., Beacon, N. Y., air pre-heaters and draft fans, has appointed the Alfred Rooney Company, Inc., New York, to handle its advertising. Magazines and business papers will be used.

Appoints Luckey Bowman

Taylor & Low, Ltd., New York, interior decorating, has appointed Luckey Bowman, Inc., of that city, to handle its advertising account. WICE a month as regular as clock work Uncle Sam pays to his 116,605 employees in Washington \$8,853,288. That's one of the reasons why Washingtonians' spendable income is nearly twice as large per capita as that in any of the Middle Atlantic States; and accounts also for the consistent and steady growth of retail business in the National Capital.

> This is the buying power with which THE STAR-Evening and Sundaywill put you in close intimate contact, for THE STAR is the acknowledged home paper in the Washington market -comprising the National Capital, and the 25-mile trading area into Maryland and Virginia.

> Where there is spendable money, there is business, and it is easy to get it here through THE STAR.

New York Office DAN A. CARROLL 110 E. 42nd St. Chicago Office

J. E. LUTZ Lake Michigan Bldg.



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And in 600 pies

TIME Weekly Newsmagazine

* BASED ON A COMBINATION OF SEVERAL SUBSURY

Fairly accurate statistic 🛧



, 1935







In every 10 copies of TIME





There are fingerprints of 33 people







of whom 15 shave their faces







and three are youngsters under 18



and perhaps 1 raises a beard



which leaves 14 females over 18

in 600 pies of TIME this means— 900,000 men who shave

900,000 men who shave 180,000 youngsters under 18 60,000 greybeards 840,000 women

1,980,000 readers

AL SUBSURVEYS, ON EACH OF WHICH FULL DETAILS ARE AVAILABLE ON REQUEST

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"I am up to the Portland market on this list and The Journal walks away with that decision on . . . The Rule of Three"

"You, too," can pick the champions if you apply the Rule of Three. Refereeing a difficult list becomes quite the simplest thing. It saves rounds and rounds of perplexity. Take Portland, for instanceand be very sure you take it, too, because it is a major market plus. With gloves on you can pick the daily Journal. It is squarely in the middle of the ring on the Rule of Three. And may we remind you again that it is one of only six newspapers in all the country, in cities of 300,000 or over that packs that same sales-producing wallop.

CIRCULATION LEADERSHIP

The daily Journal has the largest daily circulation in the Pacific Northwest . . . it has

+ 23% more city circulation than any other Portland daily.

ADVERTISING LEADERSHIP

The daily Journal leads in retail linage, general linage, _ total paid linage.

LOWEST MILLINE RATE

The daily Journal has the lowest milline rate of any daily in the Pacific Northwest.

OURNAL

Portland, Oregon *

REYNOLDS-FITZGERALD, INC., NATIONAL REPRESENTATIVES New York . Chicago . Philadelphia . Detroit . San Francisco . Los Angeles . Seattle

I See Where

CONGRESS may be adjourned when you read this with President retaining on "must" list: banking, Federal alcohol control, utility holding company, tax, TVA amendments, Guffy coal, gold clause, railroad, oil, 3rd deficiency and Walsh Government contract bills. Trouble expected now with holding company and Guffy coal particularly. Bills probably not to be acted upon this session include Wheeler agricultural investigation resolution, food and drug, ship subsidy, Duffy copyright and river and harbors. But remember bills retain status for consideration Second Session, Seventy-fourth Congress, January 1, 1936. . . . Motor vehicle bill now Public Law No. 255, social security, Public Law No. 271. . . .

Business worries not over when Congress adjourns. Social security application, National Labor Relations set-up, Patman's committee examination, AAA activities, Tugwell Rural Resettlement plans and many other Washington operations will continue. . . . Counsel for National Association of Manufacturers believes National Labor Relations Act cannot apply to manufacturing operations since manufacturing per se is not interstate commerce. . . . Liquor advertising in newspapers or magazines published in North Carolina declared legal under a 1935 statute of the General Assembly according to State Attorney-General. . . .

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Four out of five filling stations owned and operated by individuals and annual sales of average station slightly under \$9,000 according to American Petroleum Institute. . . . Dominion Bureau of Statistics issues thirty-two-page statistical report "A Decade of Retail Trade 1923-1933" giving history of Canadian retailing for ten years. Also

issues "Canned Food Production in Canada 1932 and 1933." . . .

Borden's Farm Products Company and rightly-will appeal Federal Statutory Court decision upholding differential of one cent for advertised brand over unadvertised. General Foods Corporation enters into stipulation with Federal Trade Commission to stop advertising that bean coffee when exposed to air loses 45 per cent of flavor in nine days, etc. . . . Patman committee revelations on special discounts and advertising allowances to chains arouses much interest among manufacturers but little action, most cynically saying you cannot stop such practices by passing any law. . .

Wholesale Dry Goods Institute sends its members suggested "protective processing tax clause" recommending its insertion in contracts with manufacturers. . . . National Retail Dry Goods Association opposes Duffy copyright bill, in particular Vandenberg amendment. . . . Ninety per cent of oyster packers agree to pay 2 cents a gallon toward advertising fund, according to A.P. dispatch. . . . Roper's Business Advisory Council urges President to postpone tax bill until next session. . . .

NRA Consumers Division has under way studies on production cost and retail prices of tires, gasoline, paper, ice, milk, and will add more, according to Washington dispatch in New York Times. . . . Little change in cost of living as a whole in July, according to National Industrial Conference Board. . . . Farm machine sales for first seven months of 1935 up 75 per cent over like period of 1934, according to Farm Implement News. . . . Retail credit sales for July up 14.4 per cent as compared with same month a year ago, says National Retail

Bran Cereals are found in one out three Physical Culture homes. Two the leading women's magazines foun bran cereals in one out of twelve homes Physical Culture offers the advertiser of bran products and other quality merchandise a consumer sales potential four times greater* than the average magazine. This is the equivalent of a

*Physical Culture's superiority is based on a pantry inventory which is available for distribution.

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PHYSICAL CULTURE

The Personal Problem Magazine

Jug.

Credit Association. . . . Net profits of chain-store groups have risen much faster than their total sales although latter have shown encouraging increases according to compilation made by Childs, Jeffries & Thorndike, Inc., specialist in chain-store securities, as reported in New York Herald Tribune. . . .

Department of Commerce reports grocery chain-store sales for July, 4 per cent in dollar volume over July, 1934, but down 3½ per cent from June, 1935, with total sales for first seven months of 1935 about 4 per cent over corresponding period last year. . . . July rural retail sales down 20½ per cent in dollar volume from June, somewhat more than usual summer decline, but 28½ per cent higher than July, 1934; total sales for first seven months, 1935, up 23½ per cent against same period 1934, according to Bureau of Foreign and Domestic Commerce. . . .

Retail prices continued downward trend during July, according to Fairchild Retail Price Index. . . . Food prices down fractionally during two weeks ended July 30, according to Bureau of Labor Statics, while during week ended August 10 combined index of wholesale commodity prices up 0.6 per cent, index being 80.1 per cent of 1926 average. . . . Professor Irving Fisher's index of commodity prices based on 100 as average for 1926 was 83.7 compared with 83.1 previous week while Crump's index number of British commodity prices based on same average was 64.6 compared with 64.8 previous week says New York Times.

General counsel of Securities and Exchange Commission issues opinion on publication by statistical services of circulars descriptive of securities for which registration statements have been filed and distribution of such circulars by subscribers. Federal Housing Administrator Moffett to return to his job as vice-chairman, Standard Oil Company of California, and will ask that Stewart McDonald succeed him, according to New York American.

G. M. S.

Death of John W. Jennings

John W. Jennings, who had recently resigned as art director of the Chicago office of Erwin, Wasey & Company to join the newly formed agency, The Burnett Company, Inc., died after a fall from the window of his old office from which he was moving. He had been with Erwin, Wasey for three years. Prior to that he had been with the Grauman-Jennings Art Studies, Chicago.

Color Campaign for Patterns

Lennen & Mitchell, Inc., New York, has been appointed to handle the advertising of Pictorial Perfect Patterns. Four-color spreads will be used in a selected list of publications beginning with their October issues.

Cappiello Makes Change

M. J. Cappiello, formerly with the Metropolitan Advertising Company, Inc., New York, has joined the Edward Linn Associates, of that city, as an account executive.

Martin to Bauer & Meyer

A. William Martin has been appointed sales promotion manager of Bauer & Meyer, Inc., New York.

Rejoins Simmons-Boardman

L. R. Gurley, formerly Western manager of the Chicago territory for Steel Publications, Inc., Pittsburgh, has joined the Chicago sales ataff of the Simmons-Boardman Publishing Company, New York. He first joined the Simmons-Boardman organization in 1924, as associate editor of Railway Age and Railway Mechanical Engineer.

Wilcox with F. W. Dodge

A. M. Wilcox, formerly with the advertising staff of Arts & Decorations, has joined the F. W. Dodge Corporation, New York, in a similar capacity with Real Estate Record.

Becomes Jewish Weekly

The Jewish Daily Bullesin, New York, will hereafter be known as the Jewish Bulletin and will appear as a weekly news.

Wolcott & Holcomb Elects

David Murray has been elected vicepresident and director of Wolcott & Holcomb, Inc., Boston agency.

"Yes, that's right-of course we

and only 32% for a week or less.

people who do travel.

tion is a person we want to cultivate."

"because Scribner readers reported that they have made 1,301 trips. 36% of them were for one month or longer, 32% for two weeks to one month

"Anyone who can afford a month or more of vaca-

You can reach 45,000 Scribner homes with a 429 line page for \$360.00. An economical way to reach

want to use Scribner's-

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Duties of Sales Promotion Department

One of the haziest situations in the field of marketing is that which surrounds the duties of the sales promotion department. Here in a few words Mr. Creviston outlines the duties of his department. When he delivered this speech at the Twelfth Annual Convention of The Producers' Council, Inc., it was the signal for extended discussion.

By Russell G. Creviston

Sales Promotion Manager, Crane Company

SALES promotion should smooth the operation of all sales activities, supplement them, aid cooperation all along the line, and in general promote concerted effort. It should help the many parts of a sales division to form one complete co-ordinated pattern.

We in Crane Company have a sales approach problem that includes labyrinthine curves and windings. This does not mean complication; it simply means a bigger job. From branch houses located in all the more important wholesale centers, Crane salesmen go forth to reach a multiplicity of markets.

The types of salesmen that have to be developed are numerous. There are technically trained men of the engineering type, general salesmen who sell all lines, other salesmen who concentrate on one line only, special salesmen who handle special products, sometimes unrelated to the general lines, and missionary salesmen who contact architects and engineers, in many cases without ever meeting the actual buvers.

Further, one line is sold to a retailer or dealer, another is sold direct to the industrial consumer, and there are special lines to help keep the plants busy. Some of these lines are termed staple and are in general demand, others are distinctly of the specialty type requiring a high degree of concentration in their sale.

Included in these conditions are

practically all known varieties of selling problems. They challenge every effort to fill the need for effective sales promotion and, be-cause of the large scale of operations and organization, it is most important that an adequate liaison be maintained between all activities. The difficulty of comprehending the application of sales pro-motional functions to large scale operations gives rise to the questioning, controversy and doubt as to just what sales promotion really is-where it begins and where it leaves off

Roughly, a sales division is made up of sales management, advertis-ing and sales promotion. The first two are older in common conception and are quite well defined; the last mentioned is comprised of practically everything that cannot be definitely grouped with the other two. When you have an activity made up of left-overs, you are bound to have a variety of concept as to what the activity specifically is.

Sales management is pretty well understood. It entails a knowledge of markets, the close following of sales and stock, the directing of branch managers and salesmen, the pricing of products and the providing for deliveries and other related services. Sales management may include numerous other faculties and duties, but those are the essentials.

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Too Poky for NOW

THE old fashioned ox cart was all right in its day. So was the farm paper printed on a slow magazine press.

But today is today. Things are moving fast. New legislation or new rulings affecting farmers occur almost daily. They are of vital, financial importance to men engaged in agriculture.

The Weekly Kansas City Star printed on high-speed rotary presses in one of the world's largest and most modern newspaper plants gives the farmer the fast, accurate news service his business demands.

The Weekly Kansas City Star is the only farm publication in the Kansas City territory that is printed on newspaper presses and the only farm publication in this section that is printed every week.

Little wonder The Weekly Star not only has the dominant rural circulation in Kansas and Missouri but in total circulation leads every weekly farm paper in America.

The Meekly Kangag City Star.

LARGEST FARMERS' WEEKLY IN AMERICA 477,287 Paid-in-Advance Subscribers



AT his office he is plain Mister Smith . . . just an average man. But at home in his garden he becomes master of his universe . . . ruler of all he surveys.

His crown is a battered panama; his royal raiment—a polo shirt and slacks; his sceptre—a rake or a hoe.

He wages relentless war against beetles and weeds; otherwise he is a benevolent monarch, lavishing his time and his care upon loyal subjects—Mrs. Smith, their chubby crown prince, and two tow-headed princesses,

No drafty castle is his, but a modern, livable home, with every comfort

In Philadelphia....
nearly everybody reall

2, 1935 Aug. 22, 1935

> and convenience which his means can afford. This year he managed to install automatic heat. In the Fall there are prospects of a new car, if the kitchen renovating this Summer does not take too much ready cash.

> He is Emperor Smith-the man with a private home . . . The solid, substantial citizen around whom America revolves. He, and the millions like him, are the comfort of butcher, grocer, retail store, manufacturer.

> Philadelphia is filled with Smiths. They have built this City into the greatest City of Homes in all America. A City in which ninety-one per cent. of all dwellings are single - family homes. A City which contains more single-family homes than all of New York and Buffalo combined.

And they have built up a great home newspaper, the third largest daily newspaper in America. The Philadelphia Bulletin is read by nearly everyonein every income class, in every section of city and suburbs.

Its circulation is 511,647 net paid daily. (1934 average. 1933 average-504,822.)

Because it is a great market of home needs, advertisers concentrate in Philadelphia . . . and in The Bulletin. During 1932, 1933 and 1934, The Bulletin led all six-day newspapers in America in national advertising.

Consult your Advertising Agency about this greatest market of homes, and about The Evening Bulletin.

@ 1935, Bulletin Company, Philadelphia. Robert McLean, President. Wm. L. McLean, Jr., Vice-Pres. and Treas. Sales Offices: New York, Chicago, Detroit, San Francisco.



rathe Evening Bulletin

large business organizations-has carved a clear-cut niche for itself, which almost everyone recognizes. Through the printed word—in newspapers and magazine space, in trade papers and special periodicals, on poster boards, over the radio and in circulars-advertising aids the efforts of salesmen as well as of management, and supplements in many other ways the job of selling -for the present and for the

Beyond, around and mingled with sales management and advertising, we have a wide variety of essentials which must capably be manipulated to hold sales management and advertising in effective relation to each other and in complete co-ordinated working order within themselves. In this zone, we have the so-called sales promotional activities that must be performed or the whole selling drive does not achieve the results it should. Some of these encompassing services may be performed by sales management, some by advertising and some by a service called sales promotion. The name of the department made responsible is not vital so long as the function in each instance is performed as it should be performed. Call it what you will, place the responsibility where you will, it is still in substance sales promotion.

Rather than attempt to define sales promotion, let's list some of its tasks and duties without regard to the name of the particular department which may actually per-

form them.

This list is more than imposing. 1. Salesmen's and dealer's training, the programing of meetings, instructing in product and how to sell.

2. The maintenance of mailing lists.

3. The distribution of circulars and pamphlets to the trade and to the consumer.

4. The complete cataloging of product in the most convenient and

most effective way.

5. Gaining publicity for the firm for new products introduced and maintaining of a sound public relations policy and program.

6. Exhibiting product in branch houses, in trade meetings and in dealers' stores.

7. Facilitating the production of direct-mail material, display advertising, circulars and publicity through acting as a liaison between sales advertising, production and the advertising agency.

8. Sales research to determine trends, seek causes and interpret

conditions.

9. Market research to uncover possibilities and anticipate needs.

Exchange experiences within the far-flung parts of a large organization.

11. Develop sales facilitating services such as a time-payment plan.

12. Guide trade relations through education, trade associations, meetings, product information, dealer helps of all kinds and selling aids.

13. Co-operate in the issuance and distribution of house magazines, either for employees or the

trade, or both.

14. Act as a clearing-house to forward leads from advertising, professional services and other sources to the right persons or departments.

Co-ordinate the programs and itineraries of traveling representatives from the home office to branches so that there will be no overlapping or back tracking of effort.

16. Contact competitors and associations or related concerns.

17. Gather testimonial data and photographic evidence of use of products.

18. Develop the use of pictorial (film) presentations of all kinds.

This list-though incomplete-is formidable. It segregates a great many necessary activities which are an aid to sales, either directly or indirectly. It illustrates the viewpoint of sales promotion regardless of who performs the function in each instance. If responsibility for them is not definitely placed, most of them are likely to be lost in the shuffle or inefficiently performed.

Aside from activities that are strictly sales management or advertising, there are so many of these supplementary, facilitating, co-operating and co-ordinating services to be or si sligh shun parti selli auxi prov tran port some of se in st

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or small-can afford to have them slighted, performed inadequately, shunted off or overlooked, even partially. To get the most out of selling, it is important that these auxiliary activities be carefully provided for. They are not extraneous; they are inherently important, and someone or some unit somewhere should be given the job of seeing that they are all keeping in step. To the head of a sales division,

to be performed that no firm-large

an alert, aggressive sales promotion department is indispensable in his efforts to stimulate smooth operation of the business-getting machinery, in his aim to have the various parts of the division aid each other's activities satisfactorily, in his desire to get the most done with the least friction, and in the necessity to keep all units in tiptop form and fully equipped to tackle the problems immediately

Sales promotion must be adaptable-able to carry new burdens as fast as they arise; able to shed old routines and methods when a real need for them no longer exists. Sales promotion must be elasticable to expand overnight and able to contract even quicker in meeting the requirements of the day. Sales promotion should never grow large and bulky, because the moment it does it becomes sluggish, and there is no room for sluggishness there. It must exemplify mental trimness. demonstrate alert execution and exhibit a versatility which will ac-

complish a wide variety of chang-

ing duties in the quickest and best Only in this spirit can a sales

promotion department guide itself: 1-to prevent an overbalancing of effort in the wrong direction, as, for instance, an unequitable demand upon the attention of the sales force as between one product and another or one department and

2-to get the most out of all sales and advertising effort through a program whose parts dovetail with and supplement each other;

3-to obtain the power and momentum in any drive or special campaign which can come only from a co-ordinated effort of many different units; and

4-to act efficiently as a clearinghouse for relaying information, doing liaison work, timing efforts and getting the best concerted partici-

pation from all sides.

Sales promotion may be a catchall for sales helps and selling services, but it can never allow itself to be bogged down helplessly. It may be loaded with odds and ends of supplementary jobs which others cannot find time to do, but under no condition should it become barnacled with useless duties. It must shed futile activities as fast as they become fruitless. Permanent routine should not exist in its system.

Once sales promotion becomes entrenched as a mere department, it is on the road to ineffectiveness. It should knit the various activities and units of a sales division together, enabling them to function

as a co-ordinated whole.

Agency Changes Name

Robeson and Company, Pittsburgh, is the new name of the advertising agency hitherto known as the Sayre-Robeson Company. The personnel of the company is: David E. Robeson, president; Elizabeth Utley Thomas, vice-president; Delia M. Vaughan, secretary-treasurer; and W. Russell Card, art director.

New Buffalo Agency

Gerald O. Kaye has started an advertising business under the firm name of Advertising Associates at 1611 Amberst Street, Buffalo.

With D. P. Brother & Company

D. P. Brother & Company, Detroit agency, have made three additions to their staff. Gordon Eldredge has joined the copy department; Lester Mange is a new member of the art department; and Willard Wood has been named publicity representative in San Francisco and Los Angeles.

Hallett with Acme Envelope

M. L. Hallett, for a number of years advertising manager of the Loft Candy Company, has joined the sales staff of the Acme Envelope Company, New York, as advertising manager.

U. S. Spending Analyzed

A Factual Statement Showing That Main Benefit Has Been in Consumer Goods Industries

By A. L. Jackson

Vice-President, Economics Statistics, Inc.

OUT of the \$18,126,743,290.32 which has been appropriated by the United States Government to relief organizations since 1932, only \$10,165,690,129.17 has been spent. There remains \$7,961,053,-161.15 of the appropriated fund. These figures represent a lot of money in anybody's language, and one gazing upon the Treasury statement, wherein he would see these large sums, might get a few false impressions. In fact, if one relied on many of the statements appearing in print during the last several months, he would have been erroneously informed.

The spending of emergency funds has afforded some stimulus to various lines of business. However, the facts show that earlier anticipations exceeded the actual results. It is in this connection that the Government spending program is of interest to the field of advertising. False impressions based upon misunderstandings of the true conditions created by the spending program have caused some business men to lose money and have also resulted in the loss of good accounts of advertising agencies. Of course, the reverse has also been true in many cases.

In the following paragraphs, I will try to give an accurate picture as to what has been accomplished by the emergency fund up to date and attempt to rationalize what might be expected in the future. The principal object is to show how the business situation has been and may be influenced by the emergency spending program.

emergency spending program.

In the first place, we should analyze those huge figures mentioned in the opening paragraph of this article. In doing so, it is found

that by far the larger portion of these funds which have been appropriated, and also those spent, have consisted of loans through such corporations as the RFC. the Commodity Credit Corporation, the Farm Credit Administration. the Federal Land Banks, the Home Loan system and in some cases, loans made direct to railroads and While other institutions. loans have constituted the larger portion of the total spending program, the purchasing power created through such loans has been relatively small.

Merely a Transfer of Accounts

The fact is that these loans have largely replaced loans which had previously been made by private agencies, such as insurance companies. It has been merely a transfer of accounts. While it has eased the tight situation in which private institutions found themselves before the emergency organizations were designed, it has not created any stimulus of consequence to business activity. most that can be said for the greater part of such loans is that they have checked the deflationary tendency, then prevailing, which may have led to further distress. Thus additional purchasing power was made available, but it seems that this has been small.

In connection with the funds disbursed through loans, it should be noted that during 1933 and the early part of 1934, some stimulus was afforded business by this procedure. It was through these Government loans that the railroads obtained the money to make purchases of material. This, of course,

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SATURDAY EVENING POST CIRCULATION

For the issue of August 24th, the edition was 3,000,000 copies—100,000 copies more than for the same issue of last year.

The tremendous summer sale and the growing demand are significant endorsements of the editorial policies of the weekly.

During the past two years the subscription list has grown by more than 300,000, because these readers did not wish to rish missing a single issue.

The Saturday Evening Post is bought solely on its merits. Its circulation today is better, stronger, and has greater advertising power than ever before in its history.

THE SATURDAY EVENING POST

'AN AMERICAN INSTITUTION'

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also aided the steel industry. It was also from this source that farmers received funds to purchase seed and finance the marketing of crops and to prevent the foreclosure of existing mortgages. It was by this means that many States and municipalities were enabled to carry on many relief projects. However, in 1934, the repayments to the Commodity Credit Corporation exceeded payments by more than \$100,000,000. Repayments to the RFC exceeded payments by approximately \$140,-000,000. There was a small balance of repayments to the export-import banks of Washington. Through all of the loan agencies, there was a net total of loans amounting to only \$100,000,000.

Merely Constituted a Revolving Fund

Thus, at this time, it becomes obvious that the funds available for expenditure through these loan organizations constituted merely a fund. They revolving do not create additional purchasing power which would endure over a long period of time, but rather merely make available a certain amount of purchasing power at the present time at the expense of the level at some future date. These institutions must be considered simply as hanking organizations carrying on banking activities. Whether they are sound or otherwise is not to be considered here.

There is still another type of spending which is classified under the Government emergency spending program which has simply checked a deflationary tendency. This is that relief given through the Agricultural Adjustment Administration (that part of the agricultural program financed with funds other than those derived through the processing tax). It is obvious that in this case, as in others, the funds spent would not form the foundation for improved business nor for a progressive sales campaign. They have merely kept a bad situation from becoming worse.

The so-called relief expenditures made through other channels have been effective in giving employ-

ment to many persons. They have aided material manufacturers and have actually created effective purchasing power.1 There is no doubt that this part of the emergency program has been responsible, to some degree, for the business recovery which has been recorded thus far. The spending agencies through which this effective purchasing power has been and is being created are: public works, principally public highways and river and harbor work; the Federal Relief Administration, Civil Works Administration, the Emergency Conservation Works, and the Department of Agricultural During the fiscal year Relief. 1935, the total emergency spending amounted to \$3,556,000,000. Of this amount, the total effective purchasing power created amounted to \$2,677,000,000. Of this total effective purchasing power created approximately \$1,610,000,000 was spent through the Federal Emergency Relief Administration. The next important classification was the CCC where \$486,000,000 was spent. Public highways came next with \$342,000,000; river and harbor work with \$158,000,000; and Department of Agricultural Relief with \$81,000,000. All other spendings, spending which does not nor did not create effective purchasing power, totaled only \$879,000,000.

Expenditures Mostly for Direct Employment

A moment's careful reflection upon these figures shows that the emergency expenditures have for the most part been made to give direct employment. It also becomes evident that whatever stimulus has been given to business through these measures has been received by the consumer goods industries. There have been very few projects undertaken where the capital goods industries would receive any benefit.

Naturally, the thing that the advertising executive is interested in now is what can be expected from the unexpended portion of the funds. It should be noted

¹See definition at bottom of table on page 77.

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that the figure of \$7,961,000,-000 does not represent the exact amount of funds which are or will be available for relief spending. It is necessary that we eliminate those factors which constitute the so-called revolving fund included in the total of \$7,961,000,000. In doing so, we find that there is less than \$5,000,000,000 yet to be expended. Of this \$5,000,000,000, there is \$1,851,303,753, not yet allocated to any specific project. The remainder of approximately \$3,000,000,000 has been allocated for specific purposes.

In reviewing the various relief measures, it is found that the majority of the funds will be spent in public works. Of the public works, public highways constitute by far the largest proportion of the total. Approximately \$639,000,000 is expected to be spent for this purpose, and about \$246,000,000 on river and harbor work. There is around \$460,000,000 that is to be loaned or granted to States, municipalities, etc. Of course, these loans or grants, for the most part, are expected to be repaid, and thus the stimulus that may be afforded through this measure will be of a temporary nature and will be at the expense of future activity.

The Works Progress Administration has approximately \$155,-000,000 to spend and all other public works grouped together will have a total of \$55,000,000. Outside of public works, it is found that the CCC has the next largest

proportion of unexpended funds which now total about \$266,000,000. The Federal Housing Administration would be classified next with a total of \$266,000,000. The Resettlement Administration and the Subsistence Homesteads combined have approximately \$140,000,000 unspent.

It is evident that of the remaining funds, most of the money will be spent to give direct employment and that the projects upon which individuals will be employed are of a type which will demand a relatively small amount of material. This portion of the spending program can be expected to progress quite rapidly and thus, the consumers goods industries will be stimulated materially over the next year. The Federal Housing next year. Administration may be of considerable aid to private construction. However, its activities will be passive rather than dynamic. This is the case, because this department merely guarantees the mortgages which the building companies and private constructors obtain from the savings and commercial banks.

To show what the various trends of emergency spending have been so far during 1935, I present the table below.

Only the FERA has as yet spent any sizable proportion of the funds allotted to it under the \$4,880,000,-000 Work Relief Resolution, although the CCC has begun to use its allotments, and the Rural Elec-

Purposes for Which Emergency Funds Have Been Used (Millions of Dollars)

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Month 1935	Public High- ways	River and Harbor Work	ccc	Federal Emer- gency Relief	Dept. Agri- culture Relief	Total † "Effective Purchasing Power"	All Other Emer- gency Spending	Total Emergency Spending
January.	19	9	31	148	3	210	42	252
February	11	7	32	175	4	229	23	252
March	13	8	38	164	2	225	63	288
April	16	8	43	148	1	216	63	279
May	18	11	40	136	1	206	130	336
June	19	11	51	205	1	288	137	425
July ³	29	10	52	61	0.7	152	195	347
Total*	342	158	486	1,610	81	2,677	879	3,556

[†]Total "effective purchasing power created" is the amount of Government spending which goes directly into the hands of consumers and creates an addition to net effective *For fiscal year—July, 1934, to June, 1935.

*First three weeks of July only.

trification Administration has spent a few thousand dollars. Allocations of funds for public and civil works totaled \$1,499,000,000 on July 9, and are being increased daily. But the money has not as yet been placed. In public works, this has been due to the problem of "union" versus "relief" wage rates, and in part to the usual delay attendant upon large undertakings to insure the reasonableness of the project and its freedom from the taint of graft.

FERA expenditures should increase rapidly in the near future, in line with the President's and Mr. Hopkins' intention to shift those on home relief to work relief under the Civil Works Administration. It appears unlikely, however, that this can be done by November 1, as the Administration hopes. Civil work relief is more expensive than home relief, but less expensive and capable of faster negotiation than public works. It represents a compromise over the slower policy of spending the bulk of the new funds on heavy public works. However, inasmuch as the spending for wages is a larger proportion of the total outlay than in public works where more materials and equipment must be purchased, the stimulation to the capital goods industries will be smaller. However, this new spending policy will directly stimulate the consumer goods industries.

Public works spending, it appears, will increase in August, particularly in the highway and other public works categories. Emergency Housing, which up to June has spent only \$6,500,000 since 1933, has already spent \$4,200,000 in July and should be expected to increase expenditures through the rest of the summer. However, it is doubtful if these increases will be of sufficient size to exercise much effect on business in August. In all likelihood, the funds allocated to specific projects, together with the additions from currently approved undertakings, will not be felt by the capital goods industries until the fall.

It can be concluded, therefore, that the Government's relief program will confer very little benefit upon advertising other than that afforded by the improvement in the consumer goods industries. Little can be expected from the heavy goods industries as a result of the Administration's program. Not until the more fundamental barriers, which now obstruct the heavy goods industries, are re-moved, can we hope for a sharp sustained revival in business activity in the capital industries.

New Automotive Weekly

Automotive Jobber News, a national weekly newspaper for jobber executives and salesmen, has started publication. H. A. Inness Brown is editor; T. R. Langley, associate editor; and E. H. Smith, advertising director. Offices are at 480 Lexington Avenue, New York.

With Columbus Agency

Robert J. Rice, for three and one half years with the Crosley Radio Corporation in a layout and copy capacity, has been added to the copy and production staff of Mumm, Romer, Robbins & Pearson, Inc., Columbus, Ohi.

Join F. A. Russo

I. Welcher, formerly Eastern manager of the Rapid Copy Service Company, is now general manager of F. A. Russo, Inc., New York, photostat service. J. I. Herzlinger has also joined the organization as sales manager.

Budd Back in Street Car Field

Richard M. Budd has been appointed San Francisco sales manager of the Pacific Railways Advertising Company. He was formerly associated with street car advertising for sixteen years, but has been Pacific Coast representative for national magazines for the last two years.

Has Coal Account

Bozell & Jacobs, Inc., Chicago, has been appointed advertising agent for the Republic Coal & Coke Company on its Delta coal advertising. Newspapers, radio, trade magazines and direct mail will be used in sectional campaign.

Appoints C. A. Schulenburg

The United States Live Stock News. Omaha, has appointed Carl A. Schulenburg, St. Louis, as special advertising representative to handle accounts in that city and nearby territory.





THIS group of newspapers with their complete home coverage of the best of Michigan's markets (outside of Detroit) offer an exceptional yardstick for advertising results.

Dealers know that it pays to cooperate because advertising in Booth newspapers can be depended upon to develop consumer acceptance and demand that quickly reflects profit.

Give your advertising copy an opportunity to really prove its value by testing it in the Booth Newspapers of Michigan.

Grand Rapids Press Flint Daily Journal
Saginaw Daily News Jackson Citizen Patriot Muskegon Chronicle
Kalamazoo Gazette Bay City Daily Times Ann Arbor Daily News

I. A. KLEIN, Inc., Eastern Representative
50 East 42nd St., New York

J. E. LUTZ, Western Representative
180 North Michigan Ave., Chicago

BOOTH NEWSPAPERS, INC.

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Package Selling for Heating

THE heating industry, along with other factors in the building field, is going in for package selling. An advertising program starting August 25 will announce to the public the benefits of buying a complete heating system made up of products of the American Radiator Company

Although the plan involves no change in distribution, it incorporates what the company describes as a revolutionary idea in the sale of its equipment. Groundwork was laid with the formation of an allied products division which promoted the sale of a complete line of accessories made by the company so that contractors could install American Radiator products throughout a job.

The object is to impress contractors with the desirability of selling what amounts to a nationally branded heating system, one that ties up the prestige of a manufacturer's established reputation with a contractor's own ability and local reputation. Copy will stress the advantages of a qualified heating system in terms of economy, comfort and dependability.

Since August 5, preliminary promotion has been directed at lining up 37,000 contractors behind the campaign. Through mailings and salesmen's calls the trade is having explained to it the importance of being able to use the window display, "Comfort Is Assured Here by American Radiator Heating System."

The first advertisement, a news flash, will appear in four-color space in two weekly magazines. It will herald "Something New Has Happened to Heating Too!" and will feature the package heating

system. There will also be a schedule in Sunday newspapers.

On August 25, in connection with the broadcast of the Salzburg music festival sponsored by Amercan Radiator, the campaign will be announced. This will be followed by five-minute spot broadcasts, daily, over twenty stations for six weeks. Over the radio will be offered a \$750 heating installation weekly to winners in an essay contest on "Why I Want an American Radiator Heating System." The contest will run for thirteen weeks and, if the idea clicks with the public, will continue indefinitely. To the company's 20,000 em-

To the company's 20,000 employees is being sent a letter requesting that each employee address postcards to five friends who might be prospective buyers.

The contest idea has been tested in five cities, with varying programs, each going on the air without advance promotion. Marshall Adams, sales promotion manager, reports that the tests produced the lowest inquiry cost per entry in three years, analysis showing that 28 per cent of those participating were prospects of some kind for the company's products. The test cities were Norfolk, Richmond, Providence, Pawtucket, R. I., and Albany, N. Y.

American Radiator will also advertise its new air-conditioning system. Newspapers in twenty cities are being used.

The heating campaign alone, it is estimated by Mr. Marshall, represents the largest advertising expenditure in a concentrated campaign by the industry over a similar period of time. The Salzburg broadcasts alone involve an investment of more than \$40,000.

Funt with Linn Associates

Theodore J. Funt, who recently left the Moss Associates, has been appointed an account executive by Edward Linn Associates, New York.

Joins Getchell

Anderson Hewitt, who has been with McCann-Erickson, Inc., has joined the radio department of J. Stirling Getchell, Inc., New York agency.

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Securities Advertising

What Has Happened to It Under SEC and Prospects for Future Increase in Linage

By Joel Lewis

WHEN President Roosevelt signed the Securities Act of 1933—the avowed purpose of which was, and is, to protect the public from fraud and to drive the crooked stock promoter out of existence—he simultaneously menaced an important branch of financial advertising—the advertising of new securities.

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Immediately financial advertising circles protested that the act was designed to "catch the rats by burning down the house." But the act was already law. Nor was much comfort to be found in the amendments that were made the following year. More than two years have passed since the original act went into effect and we are now able to see what has happened.

And what has happened? Well, the house hasn't exactly burned down; to be sure it has been enveloped by a sizable conflagration, but a portion—say from a fourth to a half—has withstood and survived the flames. When I say "a fourth to a half" I am not speaking metaphorically. Rather, in the absence of any reliable yardstick, I am setting down the opinions of a number of men well qualified to make estimates.

The head of a financial advertising agency places the total amount of new securities advertising today at 25 per cent of its 1928 volume. A newspaper advertising executive more conservatively places the figure at 50 per cent. Perhaps the true figure is somewhere between these two extremes. But regardless of how much the advertising of new securities has declined, one question remains: Is the Securities Act alone to blame?

It is the majority belief of those

with whom I have talked that the act is chiefly responsible. are, of course, other lesser factors. Economic conditions of the last few years have undoubtedly had their effect on the number of new securities offered. According to the chairman of the board of one of the largest financial agencies. lack of confidence among investors has restrained corporations from floating new issues. It is exceedingly improbable, in the minds of most observers, however, whether these other factors were of much consequence in the curtailment of securities advertising.

No One Would Read This Kind of Copy

Under the terms of the Securities Act, new security issues must be advertised by announcements which constitute repetitions, largely, of the important facts required in the statement of registration. No attempt has yet been made to run an advertisement of this kind, for the publication of all these details would necessitate almost a full newspaper page of agate type and from an advertising standpoint this would constitute a pretty poor advertisement. As the newspaper advertising executive mentioned above stated, "No one would read

The act does provide an alternative to this form of advertisement, however. Section 2, paragraph 10, allows advertisements which state "from whom a written prospectus... may be obtained and, in addition, does no more than identify the security, state the price thereof, and state by whom orders will be executed."

It is to this pattern that all new

Aug. 2

securities advertisements of the last two years have adhered—a pattern rather stultified by the necessary inclusion of a line, reminiscent of early liquor advertising, to the effect that "This advertisement appears as a matter of record only and is under no circumstances to be construed as an offering of these notes for sale, or as an offer to buy, or as a solicitation of an offer to buy, any of such notes. The offering is made only by the prospectus."

Naturally, since selling copy is taboo and since merely the bare particulars may be included, this sort of advertisement is only effective—if, indeed, it is that—for well-known corporations whose names themselves carry advertising

value.

On July 9 of this year, Armour & Company announced a new bond issue in newspaper space. Outside of the usual "This advertisement is not to be construed" clause and the names of the underwriters, the copy read merely as follows:

NEW ISSUE \$48,000,000 Armour and Company of Delaware First Mortgage Twenty-Year 4% Sinking Fund Bonds, Series B Dated August 1, 1935 Due August 1, 1955

Offering price 981/4% and accrued interest, to yield about 4.13% to maturity

Copies of the Prospectus may be obtained only from such of the undersigned as are registered as dealers in securities in the State of Illinois.

Because it was set in rather large type, the advertisement occupied four columns by six inches.

Contrast this with the advertising in behalf of a previous Armour issue in 1923. At that time, the issue—a \$60,000,000 one—was backed by a four-column display that measured seventeen inches in depth and contained easily in excess of 600 words. Facts were given on the company's properties and business, on proceeds of issue, earnings, assets, guaranty, etc.—all of vital interest to the investor.

This instance serves to illustrate the distinction between securities advertising past and present. Formerly advertising was used to sell, securities; today it simply aims to notify the public of the sale of securities.

Of course, another drawback to the advertising of securities lies in the drastic penalties that attach to errors, misrepresentations or omissions in advertising. Because the law specifies that practically the entire prospectus be published in an advertisement, the chances of omitting a single detail proportionately increase and the omission of a single detail may be regarded as the withholding of a material fact, for which the corporation and its executives would be liable.

Closely related to the advertising of new securities is the question of of the release of new securities.

The vice-president of another financial advertising agency cites the very complexity of the registration requirements as a deterrent to the release of new issues. The registration statement of a corporation issuing a new security "shall contain the information, and be accompanied by the documents specified in Schedule A." This entails a vast amount of information since Schedule A is itemized under thirty-two headings. To point the moral, this vice-president confided that one of his clients recently put out a large issue, the lawyers' fee for the registration of which was \$300,000.

On this same question, A. E. Duncan, chairman of the board of the Commercial Credit Co., writes as follows in The Magazine of Wall Street for August 17: "I have long favored the fundamentals back of the Securities Act and the Securities Exchange Act, but the lawyers and accountants who prepared the forms and questions in use went to such extremes in their desire to check an occasional crook that legitimate business is burdened with a lot of unnecessary detail work and expense."

Yet in spite of the hardships inflicted upon corporations issuing new securities, the act has not resulted in their total suspension. To 94

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So remarked Ed Rutterer, pictured here in his retail store, commenting on the LOOSE WILES display banners, which are shown in the manner he used them.

Ed's store is rather above the average in appearance and completeness of stock, but he is typical of many thousands of dealers who appreciate — and use — display materials that "get the dealer's slant".

The "US" organization, working with you and your advertising agency, knows how to get the sales slant in problems of packaging and display. Perhaps this—as well as skilled colorcraft and reliability of performance—explains why so much "SUNSHINE" material is produced by "US".

"Our products help sell your products"

The UNITED STATES PRINTING & LITHOGRAPH COMPANY

CINCINNATI 309 Beech St. NEW YORK 52-I E. 19th St. CHICAGO 205-I W. Wacker Drive BALTIMORE 409 Cross St. the contrary, there has recently been a decided gain in the volume of new issues placed on the market, due to some extent, no doubt, to the modification of registration requirements by the Securities and Exchange Commission a few

months ago. Swift & Company was the first organization to register a new issue under these modifications March. The company's registration statement, a document of but fiftynine typewritten pages, caused Joseph P. Kennedy, chairman of the SEC, to breathe a sigh of relief. By way of demonstrating the improvement which the new rules effected, Mr. Kennedy recalled that "about 20,000 pages" of matter were filed under the requirements of the old registration form by the Republic Steel Corporation some months previous.

The New York Times reports a total of \$531,264,000 of new securities for the month of July, \$505,-319,000 representing forty bond issues and \$25,945,000 two stock issues. This compares with twentynine bond issues amounting to \$261,786,000 and no stock issues at all for the same month of the previous year. "Not since March, 1931," says the Times, "has the total of new securities publicly offered here been larger for a month than it was in July."

In these figures, the agency vicepresident quoted above, takes little delight.

"Practically all of these issues," he explained, "are refunding issues. They are put out for the savings in interest charges which the present easy-money market affords through refinancing operations involving maturities and callable issues. Consequently they do not create activity. They are not issues which lead to plant expansion or improvement, or anything that stimulates new construction, puts men to work. This, in my opinion, is one of the most deplorable features of the Securities Act-the holding back of capital issues especially at a time when there is so much money available for investments.

"There are a great many companies that would like to issue securities but are restrained from doing so because they feel they cannot run the risks imposed by the act. These issues would result in a large volume of advertising. In fact with the money market what it is at present, we should have as much securities advertising today as in 1929 were it not for the Securities Act.

"As a further indication of what the law has done to financial advertising volume take the case of a client of mine who brought out a \$30,000,000 issue a few months ago. Ordinarily about \$25,000 would be appropriated for the offering advertisements, but the total cost of space amounted to a bare \$3,000. We are known as a financial advertising agency. Right now, though, our industrial billings are running ahead of our financial accounts."

Under the Securities Act of 1934. the Securities and Exchange Commission was set up to supersede the Federal Trade Commission in the administration and enforcement of the act. Earlier in the year the SEC issued rules and regulations covering the advertising of new securities which appeared to promise a more liberal policy. (These rules, incidentally, apply only to securities registered under form A-2, which is the form to be used by "corporations which file profit and loss statements for three years and which have in the last fifteen years paid dividends upon any class of common stock for at least two consecutive years.")

Regulations, at First, Seemed Harbinger of Confidence

To some, these rulings were looked upon as harbingers of greater confidence. The newspapers were particularly happy. Almost all newspapers have maintained their large and costly financial sections in the face of sharp losses in revenue and here, perhaps, was the very Open Sesame that had been desired so long.

Several agencies contemplated advertisements conforming to the new regulations. The favorable publicity that would accrue to the agency publishing the first adverAug.

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tisement under the new rules was an added stimulus.

But nothing happened. agencies' lawyers, coming out of their legal huddle, counseled against the proposed advertisements on the grounds that the new regulations were merely regulations and not the law.

An interesting insight into the philosophy of the act, from the other side of the fence, is contained in the remarks of E. B. Conway, senior attorney in charge of interpretations at the New York offices of the SEC

"Why is the Securities Act so strict on advertising?" I asked Mr. Conway.

"I don't think it is," he replied. "Prior to the act no one had any jurisdiction over advertising copy. I don't have to go into details. You know as well as I do how much high-pressure stuff filled the newspapers during the days of frenzied speculation.

"In the Securities Act the Government aims to protect the securities buyer by placing the burden of proof as to the honesty of the transaction directly upon the seller. Its advertising provisions are specifically designed to the end that the prospectus is the first thing that is placed in the hands of the

prospective investor. The prospectus might make a pretty dull piece of advertising literature but itand it alone-contains all the facts by which the value of the security

may be judged.
"Some individuals maintain that even before the act went into effect corporations were liable for misstatements in advertising. This may be so. Today, however, the erring advertiser is going to find himself in much hotter water because of an awakened public consciousness. There are now more people who would be apt to bring suit and whereas formerly such a suit would be brought under common law, the complainant now has a definite statute upon which to base his action.'

Although Mr. Conway contends that no reputable corporation need worry about its advertising provisions, obviously the act has resulted in cutting down financial advertising volume. With the lofty intentions of the framers nobody can dispute. Admittedly, also, the act has done a good job of eliminating the fraudulent advertiser. But from present indications there is no prospect of revision in sight -and under existing conditions securities linage can look for no

quick improvement.

Advanced by American Crayon

Earl L. Curtis, formerly sales manager of the American Crayon Company, Sandusky, Ohio, has been elected sales director and first vice-president, succeeding Carey W. Hord, who resigned to head C. W. Hord & Company, New York. Cyrus W. Knouff has been charted extended to the company of the com elected sales manager succeeding Curtis.

Leaves Central Outdoor

Thomas L. Kaplin has sold his interest in the Central Outdoor Advertising Com-pany, Toledo, and has resigned as vice-president and director. He has also given up all connections with the Packer outdoor advertising interests.

Death of Gilson Gardner

Gilson Gardner, who had long been associated with the Scripps-Howard Newspapers, died at Washington last week, aged sixty-six. Mr. Gardner at one time was personal aid to E. W. Scripps, founder of the organization.

Hudson Stresses Safety

The Hudson Motor Car Company, The Hudson Motor Car Company, Detroit, this month is concentrating its advertising toward increasing safety on the streets and highways. In co-operation with its dealers, the company is featuring a plan which offers car owners a free inspection of their cars so they may know what service operations should be performed in order to keep the car in safe operating condition.

Van Guilder to Swafford & Kohl

Gene Van Guilder, promotion manager and art director of the Ahrens Publish-ing Company for the last five years, is leaving that concern September 1, 1935, to join Swafford & Kohl, Inc., New York agency.

Has Real Estate Account

Joseph P. Day, Inc., New York, has appointed the Kerr, McCarthy Advertising Service, of that city, to handle its real estate advertising account.

Anna and Andy Sponge

These Characters, Symbols of Merchandising Ingenuity, Sell Six Years' Waste Product in Two Months

By Eldridge Peterson

ONE of the "headaches" of the sponge business is that each year there will always be a certain amount of left-over sponges in small sizes. A year ago the American Sponge & Chamois Company probably would have been willing to classify these small sponges as a total loss. But this year, having just succeeded in selling a five to six years' accumulation through a bit of merchandising strategy, the company may well be excused from so classifying an item that has sold so well.

Others who similarly have slow sellers accumulating in their warehouses may get a stimulating idea from the experience that this company has had with its "left-overs."

For six years the company watched its pile of these sponges grow larger and larger, and each year marked their value down lower and lower. Finally, last year, the company decided that something should be done with these small-size sponges. A logical answer seemed to be to try to merchandise them through the chain stores but the difficulty was that these sponges were of a very high quality, therefore quite small in size, and in the chain-store field, size was an important factor.

The answer to the problem, the company is willing to admit, came when it decided to call in outside merchandising counsel. The company had in the back of its mind that some form of packaging might help to sell these small-size sponges. With this procedure, the packaging consultant who was called in thoroughly agreed, and it was decided that the small sponges should be wrapped in Cellophane and also enhanced with a handy tape for hanging.

A second recommendation was

that the packaged sponges should be presented through some form of counter display and that a booklet should be prepared in which all the possible uses to which the small sponges could be put would be listed in an educational effort to show the many jobs for which these sponges were admirably suited.

Numerous uses, therefore, were noted for listing in the booklet and after each one it was planned to insert the catch phrase, "—and a sponge does it better." Looking over the layout for this booklet, the packaging counsel suddenly saw that in the phrase "—and a sponge" there was the suggestion of a name for a trade character, "Anna Sponge" and she came to life in the figure of a little girl with sponge for her hair and body.

How Anna's Brother, Andy, Was Born

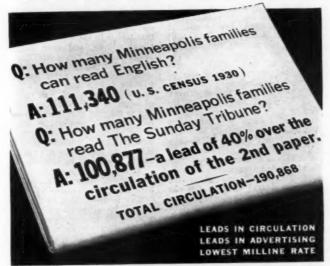
In assorting these small-size sponges into various price classes, it also dawned on the company that the larger ones were adapted to somewhat heavier duty work and it was therefore decided that Anna should have a brother named "Andy Sponge" whose job it would be to help sell the larger sponges for these heavier duty uses.

Three different displays were then worked up, all using the same general artwork and outline, in order to save expense and to keep the three in a family relationship. Two of these displays were assigned to Anna Sponge—one for those outlets where the lighter household uses of the sponge would be emphasized and another for use in drug stores where the smaller sponges would be featured for such uses as bathing infants, removing cosmetics, applying lotions, etc.

This left Andy Sponge the job

DOMINATES

the Minneapolis market



The Minneapolis Tribune

DAILY AND SUNDAY · · REACHES MOST FAMILIES AT LOWEST COST

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of selling, through his display, to such heavy duty types of outlets as hardware stores and the like.

All three displays were made up in very simple, easily erected basket form in which the sponges could be displayed jumble fashion.

In each of the packages was enclosed a leaflet describing the uses to which the particular sponge in the package was especially adapted and recommending other sponges for other types of cleaning.

The result of this application of merchandising ingenuity, backed up by well planned direct-mail and trade-paner advertising, was that, inside of two months, the company had sold its entire six years' accumulation of these small sponges and added impetus to the sale of its regular product as well.

Another result of this experience with Anna and Andy Sponge, according to A. J. Sloss, president of American Sponge & Chamois, is that it has been extremely beneficial to the company (which incidentally is the oldest in its field) in marking it also as an alert and merchandising minded organization. It also, says Mr. Sloss, has given the company several ideas that it can apply to its other products and has given it a keen demonstration of the effectiveness of merchandising in a field where sales efforts follow a certain definite routine each year.

"It has given us the idea, too," says Mr. Sloss, "that perhaps another cleaning item to go with our

line of sponges and chamois could easily benefit from our years of experience and our financial standing in this field and give us a chance to apply real merchandising and advertising methods to its sale. We are on the lookout for such a product."

In answer to the question whether the work of Anna and Andy Sponge was now completed or whether these delightful trade characters would continue their work, Mr. Sloss replied that they most certainly will, even though there is one factor in the sponge business that stands in the way of continued merchandising and that is this: Whereas most businesses can be controlled from the production end. sponge companies never know in advance exactly how large a stock they will have to sell each year, or of what it will consist. This is due to the fact that sponge companies buy their products at auction in the sponge centers of the world. bidding against each other by closed bids for the sponges available which depend on the elements.

"It is this difference between our business and other businesses," says Mr. Sloss, "that makes the introduction of advertising in the industry difficult although we have been working in co-operation with the Sponge Institute on the idea that the industry might in some way go into advertising in a co-operative fashion but this idea is still in the early stages of discussion."



These displays helped to sell the company's "left overs"

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Skeptics Are Convinced

Coast-to-Coast Distribution in Five Months with Business-Paper Copy for New Product

SALES letters on hotel stationery are enough of a rarity to stand out in any morning mail. When such a letter, however, comes from a manufacturer and not from a hotel, it can be classed as an exceedingly unusual specimen.

Such a letter was sent out to distributors by J. Vincent Reardon, president, The Reardon Company.

The letter was not the only unusual feature of this mailing. It was accompanied by a piece of blotting paper, which was partly covered with the company's washable kalsomine, and a cake of Ivory Soap of the size and wrapping usually furnished hotel guests.

The letter is worth quoting:

An Idea Out of the Wash-bowl

I just finished washing here in the hotel when the idea flashed—"Why not send you the cake of soap for a first-hand test of R. W. K.'s outstanding feature—it's washability?"

Some skeptical painters, some doubting jobbers have made the soap test—all with the same result—"it's true"—"you're right"—"we'll use it."

Maybe you're still on the fence—maybe you haven't quite gotten to the point where you can believe that a Kalsomine can be self-sizing—give a perfect one-coat hide—give permanent beauty to any surface forty-eight hours after construction, and still be WASHABLE.

Okay, then here's where you find out for yourself. See this piece of blotting paper? It's painted with Reardon's Washable Kalsomine. See this cake of soap? It's the same kind I washed with in the hotel. Lather up the soap—wash the painted surface of the blotting paper—and join the believers.

It's washable, isn't it? Well, that's just the way R. W. K. acts on the walls and ceilings of thousands of homes all over the country. And

that's just the kind of a low-cost, expensive-looking finish R. W. K. is going to give thousands more in the next few months.

Because now, only seven months after its introduction, R. W. K. with distribution from coast to coast, makes its first national appearance in *The Saturday Evening Post*. From then on, you'll be on the spot to supply the demand.

To make it easy for you to sell initial stocks to dealers, we have prepared a special dealer's introductory assortment case containing two packages of white and one package each of the eight colors. Included is an assortment of window display material, retail folders, etc. Use the enclosed order blank to make sure of your stock requirements right now.

J. VINCENT REARDON.

P.S. The first R. W. K. ad in The Saturday Evening Post appears April 6th. Watch for it!

This mailing is perhaps the most unusual feature of an unusual campaign which got a coast-to-coast distribution for a product within five months. The advertising problem was itself unusual. The product is a self-sizing washable kalsomine.

J. A. Reardon, secretary of the company says, "Everyone who ever used ordinary kalsomine knows that it is not washable. He also knows that it is necessary to size the surface before applying kalsomine."

Therefore, when the company introduced the product in businesspaper advertising it expected a show-us attitude on the part of prospective users. The company had this attitude in mind when it prepared its business-paper copy.

"The user of paint reacted just as we figured he would," continues Mr. Reardon. "When he saw the

Au



A consistent business-paper campaign overcame skepticism

first ad he mumbled—'T'aint so.' When he saw the second ad his reaction was 'I don't know.' But when the advertisements kept on coming most of the prospects decided to find out for themselves so the inquiries started rolling in and are continuing to do so."

The business-paper copy was written with the idea in mind that the prospect was bound to be skeptical. The company felt that there was no way to overcome this skepticism except by a vigorous and consistent campaign in business papers which would reiterate the message often enough so that prospects would at least believe it to the point where they would make their own tests.

The first advertisement in the series carried a picture showing sign painters finishing a large wall sign, occupying a space about eight stories high on the side of a building. It said, "Announcing Reardon's Self-Sizing Washable Kalsomine." The copy continues:

Yes, it's true! SELF-SIZING AND WASHABLE

What a story! A brand-new kalsomine that is both self-sizing and washable. A sensational new Reardon Product that makes it possible to paint "fresh" plaster and "green" masonry forty-eight hours after construction.

LETS PLASTER "BREATHE"— ELIMINATES MOST CRACKS

All plaster surfaces retain a part of the water used in mixing and it is the sealing in of this moisture through the use of sizes and sealers which is the main cause of paint peeling and plaster cracking. Reardon's Self-Sizing Washable Kalsomine being an alkaline coating, combines with the free lime in plaster and masonry. It does not seal the surface, but permits it to "breathe."

Reardon's Self-Sizing Washable Kalsomine is made in eight pastel shades and white. Comes in dry powder form and is packed in handy five-pound packages, 100-pound drums, 300-pound barrels.

Be the first in your locality to realize profits on the sensational new Kalsomine. Order today. Stocks will be furnished as rapidly as possible.

REARDON'S LABORATORY TRIUMPHS AGAIN

After years of research, Reardon chemists have proved that better paint jobs can be obtained on plaster and masonry without sizing or sealing the surface. The results of these important experiments are seen in Reardon's newest contribution to the industry—Reardon's Self-Sizing Washable Kalsomine.

This, more or less, set the style. The second advertisement was headed—"Reardon's chemists score scientific scoop! Reardon's Washable Kalsomine greatest discovery of the century!"

The copy then continued to emphasize the same points brought out in the first advertisement. The third advertisement pictured a man sitting at a desk dreaming about bathing girls at the beach. The headline read: "We hate to disturb you—but there's money to be made!" The copy illustrated a letter from the company's advertising agency telling the story of the product.

Below the picture the copy continued: "In their enthusiasm, our

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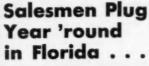
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. . . because there's business to be had at all times just for the plugging.

Business that has for its stimulus farm and industrial income that steadily pours millions of purchasing power into Florida's trade channels.

Fruit growing alone contributes millions annually. Florida is also noted as an out-of-season supplier of produce that brings, at fancy prices, additional millions. The 1933-34 fruit and truck crop had a gross value of \$83,497,184. Fisheries add over \$3,000,000 a year to Florida's income; minerals \$7,000,000; and manufactured goods \$157,000,000.

RID

Florida Times-Union Miami Herald Tampa Tribune St. Petersburg Independent . The Orlando Evening Reporter Star The Orlando Morning Sentinel

Florida Pays All Year 'Round

Aug

advertising agency wrote the blast above. We couldn't improve it, so it's reproduced here, even if it does bust in on your vacation dreams. Gentlemen, things have happened !"

The copy then continued to talk about the value of the product.

The fourth advertisement showed a picture of a package of the product undergoing a third degree from various people who are asking it skeptically if it would "stop cracks and blisters in plaster," "finish on 'Green' masonry in 48 hours," "give coverage and 'hide' to wood, brick-walls, plaster," and so on.

When the sixth advertisement was reached the company announced that in five months it had achieved coast-to-coast distribution. This was used as a clincher argument to demonstrate to the most skeptical prospects that what the company has claimed for its product, was correct.

Once this distribution achieved the company felt that it might soft-pedal the skepticism

angle occasionally.

Thus later advertisements alternate amazing facts about R. W. K., the company's name for the product, and other copy angles telling about the product's merits.

The series was run in business papers reaching paint dealers, hardware dealers, painters, builders,

and realtors.

"We supplement this campaign with direct-mail campaigns to the wholesaler and his salesmen," said Mr. Reardon. "We told them what the product was, what it would do, of our advertising campaigns, and what we thought they would do with it. As a result we got our national distribution in five months.

"Quite a few inquiries are received every day as a result of the advertising and we immediately refer the inquiry to our nearest distributor. We have never tried to check up on what the percentage of sale is but one of our customers in Pittsburgh wrote to tell us that fully 50 per cent of the inqiries he received from us were converted into orders.

"This spring we supplemented our business-paper advertising with a quarter page in a national weekly and expect to use this same magazine again this fall and next spring.

"After our products are sold by wholesaler, the dealer or painter, or whoever buys them, we are not through. We like to send the dealer window trims and sales helps of various kinds bearing his imprint, the painter usually gets a letter of thanks for placing his first order and giving him some tips on application and other information.

One of the letters sent to distributors was that on hotel stationery already quoted at the beginning of this article. Others carry out the same breezy style.

Here, for instance, is a letter sent out in May showing how the company talks to its distributors about its business-paper campaign:

This month we are again adding new publications in our R. W. K. advertising campaign, as you will observe from the list heading the attached reprint of our May ad.

Incidentally, the letter reproduced in this ad reflects the attitude of practically every contractor we've heard from who has tried R. W. K. and if you have any doubts, it possibly will help convince you that this unique, original product has more than merited the "ballyhoo"

we've given it.

This wide publicity, together with the word-of-mouth praise R. W. K. is getting from contractors and others who have used it, is developing a rapidly increasing demand, so if you're still "holding out" or only supplying R. W. K. on calls, believe us, you are discouraging profits. We therefore urge you to "expose" yourself to R. W. K. business and if you will do so, we will guarantee you a turnover and a margin of profit better than you make on fully 75 per cent of the jobbing items you handle.

No doubt about it, this is a Washable Kalsomine year and R. W. K. has already earned for itself a permanent position in paintdom, so let's pull together and go places!

If it's your next move, you will find us sitting here itching to get into action upon receipt of word from you.

00.

Newspaper

percent purchases Calox tooth powder and Albolene Displaya. free with dozen purchases of hand cream except on Do.

5 percent trade discount is compensation for displays

5 percent purchases before taxes have been added..... 10 percent purchases, \$1,000 per quarter year..... \$21,250 per year....

10-cent size.

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payable in merchanduse.

Percent purchases of Probak Jr. blades payable in Newspaper advertising and 16 percent purchases of blades (standard brands) and counter displays and advertising payable in merchandise. Percent Gillette Safety Razor Corporation. Net

percent purchases. purchases if yearly purchases total or ex-61-month period. ceed \$25,000. Dercent

Fancy department-Continued

Houbigant Sales Corporation 71% percent

Kotex Co.....

5 percent purchases on list price. \$6 per gross on purchases of Tek toothbrushes, 5 per-

\$1,000 per month for newspaper advertising, 10 percent 10 percent purchases..... cent purchases of baby products.

\$350 per month for displaying Ponds products. purchases Kotex and Kleenex. Kolynos Co...... 10-cent items, 10-cent items,

5 percent of purchases if they total or exceed \$1,000 or year Lever Bros..... Minimum 10 percent, maximum 15 per-Net .:....

cent; free goods, Lux soap, 1 case with 4 cases; Lux flakes, 1 case with 10 cases; Lifebuoy soap, I case with 10 cases. percent; free goods, 2 with 12

Luxor, Ltd.....

..... 15 percent on regular items, 10-cent items Net, 3 percent on carload lots..... Modess Corporation Mennen Co.....

Meck. Mulbers. Inc. 333% and 5 and 5 percent.
Meckeson & Robbins, Inc. Minimum net, maximum 15 per cent.
Pacquin Laboratories. Minimum 16% percent, maximum 33% Clas. H. Phillips Chemical Co. 15 percent 3334 and 74 percent 3343 and 74 percent Minimum net, maximum 35 percent. and 5 percent.

8 Minimum net, maximum 2 percent.

Continued on page 94)

displays.

Additional compensation and allowances for window

Method

Discounts shown on invoices

Liggett Drug Co., Inc. (Continued from page 93)

	po	1				Aug.
	Method	ĎĎ.	ĎĎ.	900		Newspaper advertising.
	Additional compensation and allowanuces for window and counter displays and advertising	10 percent purchases large Waveset and shampoo 8 percent purchases of blades 10 percent purchases of Astringood; 10 percent purchases Zymole Trokeya 35-cent size: 5 percent purchases Zymole Trokeya 35-cent size: 5	5 percent sales. 5 percent sales. 5 percent sales. 10 percent purchases. 10 percent all purchases Dr. Wests tooth brushes. 11 percent purchases of Dr. Wests tooth brushes.	brushes (shown on invoices as trade discount). 10 percent retail asles of waterproof tooth brushes. 10 percent purchases tooth paste. 5 percent purchases. Actual cost of advertisements placed in newspapers. do on the purchase of advertisements placed in newspapers.	10 percent of purchases for newspaper advertising on those items advertised. 135 dozen free with a gross purchased to July 8, 1935; 4 dozen free with a gross purchased to July 8, 1935;	Extra 5 percent train also up 9, our. During period Feb. 5, 1935, to Apr. 12, 1935, \$6 per Newspaper gross nevery purchase of 1 gross or more at one farso nevery purchase of 1 gross or more at one balm and home dispenser. During period April 15, 1935, to July 31, 1935, \$3 on every purchase of 12 deals or more at at 1 time of deal consisting of Dreshin and Italian Falm.
	Cash	Percent 2 2 2	00=	0-0-	~ 0	3
Discounts snown on invoices	Trade	Rieser Co	Twinplex Sales Co	Miminum net, maximum 17% percent. 33% and 5 percent 16% percent Minimum net, maximum 33% and 20 per-		Campana Sales Co
		Fancy department—Continued Rieser Co. Siegal Safety Razor Corporation. Frederick Stearns & Co.	Twinplex Sales Co Northam Warren Sales Corporation Western Co	Worcester Salt Co. Yardley & Co., Ltd Marcus & Lesoine.	Lady Esther Co. Wells & Richardson (Diamond Dyes) Chanel, Inc.	Campana Sales Co

"There are suppliers listed on this report who sell items that differ in properties and trade names. The trade and cash discounts on these items differ. sponding discount. The above-mentioned procedure has the approval of Mr. Howard, the Government representative, who visited this office.

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SOM the vertisic chain A & F timony that I testimm Mr. I referred Gerald I testimm Mr. I referred Gerald Mr. I solve the the we have the continuous of the weak of the weak of the weak of the country of the weak of the weak

this kind the minimum and maximum discounts are shown in order to obviate the necessity of listing each item separately along with the correscount. The above-mentioned procedure has the approval of Mr. Howard, the Government representative, who visited this office. of this kin In cases of sponding di

How the Allowance Works

House Committee Investigating Retail Federation Hears All about It from Mr. Parr, of the A & P

SOME interesting information on the mechanics of handling advertising allowances by at least one chain grocery organization, the A & P, was brought out in the testimony before the House committee investigating the American Re-Some of that Federation. testimony is quoted below. Mr. Boileau and the Mr. Bloom referred to are Representatives Gerald J. Boileau of Wisconsin and Sol Bloom of New York, members of the House Committee. Mr. Parr, the witness, is Mr. Charles W. Parr, an assistant buyer for the

Mr. Boileau. You get an advertising allowance equal to 5 per cent

of your total purchases?

Mr. Parr. That is right.

Mr. Boileau. If you do not spend this full 5 per cent that you get as a rebate or a credit, and there is a difference between that 5 per cent and the \$30,000 a month for the advertising (of that product) that the A & P inserts in the newspapers throughout the country, you take that cash and put it in your trea-

sury, do you not?

Mr. Parr. We do not keep a detailed record on individual purchases. I do not believe our accounting procedure provides for keeping a detailed record on the actual dollar-and-cents' receipts from (the manufacturer) to show what we spend in advertising (his) products. . . . Those payments for co-operative advertising are credited to the different warehouses in proportion to their sale of (the manufacturer's) products, and our instructions to those warehouses are to spend these allowances in cooperative advertising and in featuring special sales for the manufac-

Mr. Bloom. You make contracts with different newspapers throughout the country, do you not?

Mr. Parr. Yes, sir.

Mr. Bloom. And you get a special rate on so much advertising that you give them?

Mr. Parr. I believe there is a

special local rate,

Mr. Bloom. I mean, if you use so many lines or so many pages, you get a special rate? Mr. Parr. Yes.

Mr. Bloom. Now, do you not give to (the manufacturer) itemized statement of the amount of advertising you insert, of their products, in the different newspapers, do you?

Mr. Parr. No.

Mr. Bloom. Then they do not know whether you spend \$100,000 a year in advertising their products or \$300,000 a year?

Mr. Bloom. Mr. Parr, coming back to advertising, did I understand you correctly to say yesterday that no part of the rebates for advertising was used as profit or dividends or for any other purpose than advertising?

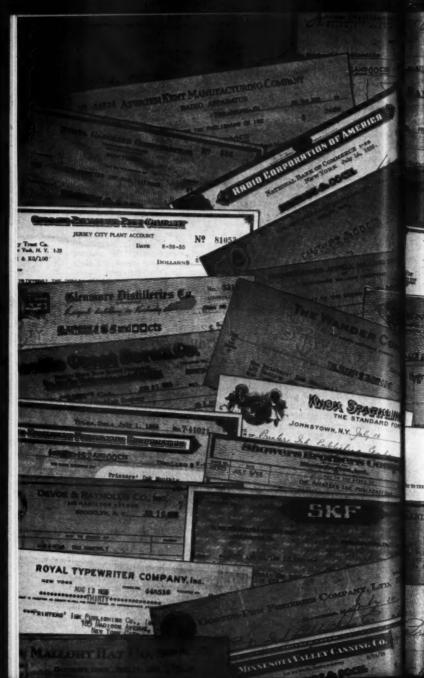
Mr. Parr. Our policy is to appropriate for our general advertising expense just the amount we receive for that purpose.

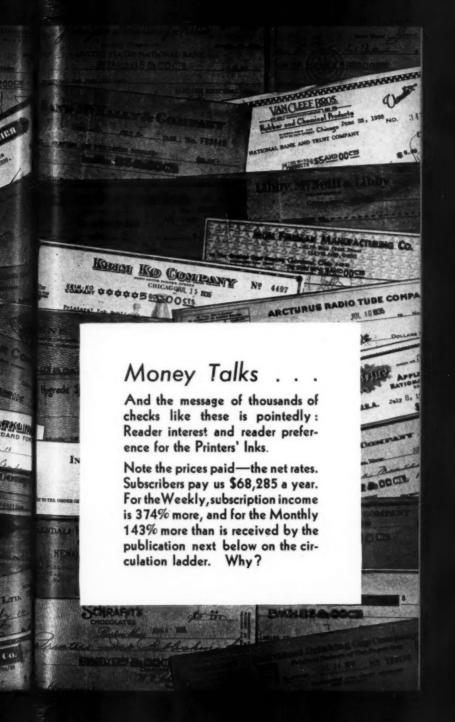
Mr. Bloom. No; that is not the question. In other words, if you receive a discount or rebate of 5 per cent from (the manufacturer) and that should amount to \$30,000 a month or more, or less, do you use all of that for advertising, or do you put that in some general fund, or on deposit, and use as much of it as you want?

Mr. Parr. Generally speaking, it is used for advertising and for sales promotion work. When we say "advertising" it is a rather broad term. It is for the purpose of running special sales, for the purpose of paying for window signs, and so forth.

Mr. Bloom. But you do not keep

that account separate?





Mr. Parr. We do not keep that account entirely separate.

Mr. Bloom. Then how do you know whether you use it or not?

Mr. Parr. Let me explain as near as I can our accounting procedure. We have an account known as the advertising account. That account is No. 702. That is merely technicality in our accounting procedure. All receipts from manufacturers go into account No. 702, and the appropriations for advertising, for special sales, for salespromotion work, for signs, for circulars, for lithographic work, and everything of that kind-the appropriations for those are made from that account.

Mr. Bloom. When you paint a store and put up a sign, "Atlantic & Pacific Tea Co.," does that come from that account?

Mr. Parr. Oh, no; I do not mean the store itself. I mean the sales-promotion work that is done. Mr. Bloom. Can you tell me how

much the sum total of that account would be in a year, and how much of that account you spend for advertising or for general promotion work?

Mr. Parr. Approximately the amount that we receive.

Mr. Bloom. Could you give me a statement for the last year or two?

Mr. Parr. Yes, sir.

Mr. Bloom. Now, when you receive a special rebate or discount for advertising, how do you differentiate or how do you check off the advertising for other people's goods and the advertising of the A & P? I show you an advertisement from last night's Washington papers, and I wish you would kindly mark the goods on which you would receive a discount for advertising. (Handing a newspaper clipping to the witness.)

Mr. Parr. Of course, in adver-

tising, we cannot confine all the advertising space to those products on which we receive advertising

allowances. It would not be good business for us to do so. We would have to, as a matter of good business, advertise articles for the benefit of the consumer, whether we receive an advertising allowance or

Mr. Bloom. That is the question I am asking, Mr. Parr. In other words, I will tell you what I am trying to find out. I am trying to find out, on this two-column ad. how much advertising the A & P has for its own stores and how much advertising it gives to the manufacturers who allow you the discount, so as to prove the amount of advertising that the manufacturer is paying for to advertise the A & P business outside of his own business. In other words, Mr. Parr, if you receive \$6,000,000 a year for rebates, advertising, and so forth, and you only advertise \$3,000,000 for the manufacturer and \$3,000,000 for the A & P, you will agree with me that the independent retailer is placed at a disadvantage. because you advertise in this advertisement that I show you here, 256 stores, I believe. Now, you are getting paid for that, and getting a profit besides. Now, I would like to have you point out the amount of advertising in that ad that you are giving to the manufacturers and the amount that you are receiving

Mr. Parr. Mr. Chairman, as I explained yesterday, the newspaper advertising space alone is only a part of what we do in the way of sales-promotion work. Now, in this particular ad we must admit that-oh, I don't know-probably not more than half the space is devoted to advertised brands of merchandise, because it is the summer season and we are advertising fresh fruits and vegetables and other items like that. But when I say "advertising allowance" I am speaking of general sales-promotion

work.

Reed with Rambeau

Dwight Reed has joined the sales staff of the William G. Rambeau Company, Chicago, radio station representative. He formerly was with the Chicago office of Batten, Barton, Durstine & Osborn.

Frankston Directs Conlon Sales

Robert Frankston, formerly general sales manager of the Boss Washing Ma-chine Company, Cincinnati, has been ap-pointed vice-president in charge of sales of the Conlon Corporation, Chicago.

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Standardization

(Continued from page 10)

vious—a commonplace. In others, it seems strange.

One where it is obvious but not yet operative is the dress business. There, the confusion of sizes is appalling. It slows down sales—requiring fittings. It causes returned goods and exchanges. Yet standardization has not been applied because the dress business as a whole does not have to unite to fight some other industry.

But other industries, where the need is not nearly so apparent, have profitably adopted standards.

In 1923 the Pennsylvania oil industry was in trouble. Flush new Western pools of crude had made it unprofitable to pump out Pennsylvania Grade Crude to sell at a competitive price. And the consumer by and large saw no reason why he should pay extra for Pennsylvania motor oil.

Then the Pennsylvania Grade Crude Oil Association was formed. It did several things, two of which are particularly important to this

discussion:

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 It set up minimum specifications for motor oils made 100 per cent from Pennsylvania Grade Crude (constituting thereby a minimum standard).

(2) It advertised the standardized products.

When I say "standardized" I don't mean uniform. Above the minimum quality of emblem Pennsylvania oils the sky was, and is, the limit. These oils actually have a retail price range from 12½ cents to 35 cents per quart. But the emblem sets a lower limit of quality, a safe-guard to consumers. The Association's program has proved, in the last twelve years, a remarkable success. Both standardization and advertising are essential parts of this picture.

There are many other instances of this kind. The Underwriters' Laboratories' standards for electrical equipment and the American Gas Association seal for gas equipment are examples.

Difficulties of standardization.

Perhaps the chief obstacle to the progress of standards is confusion. People who really want standards tend to get sidetracked on the side issues. The following list, with its examples, may clarify the situation:

A. Pre-standards (criteria tending toward standards)

1. Rule-of-thumb tests

Spit on your finger to see if it's linen Heft the grapefruit before you buy

2. Identified merchandise (brands) Pepsodent

Ivory

3. Laboratory tests (possibly made by stores) U. S. Testing Co. Better Fabrics Testing Bureau

4. Specification (data obtained by test)
Weight
Breaking strength

Viscosity
5. Endorsements (personal standards)

"Aunt Gertie says its best"

Mrs. Richbilt sleeps exclusively on this mattress

6. Seals of Approval (corporate standards)
Good Housekeeping Institute

A. M. A. Seal

B. True Standards

1. Minimum requirements Bonded whiskey

2. Grades and ratings
Octane numbers
Grade A and Grade B
milk

3. "One best"

I. E. S. Student lamp

dertaken to get a step away from the traditional "inspection data" of motor oils—flash, fire, viscosity, Conradson carbon, etc.—a step nearer actual values in performance, a step nearer standards.

The report states:

Into any attempt to obtain a composite picture of oil merit must enter an estimate of the importance of the different phases of the oil's performance. Such evaluation deals not with facts but more with the purpose for which the oil is to be used and the experience of the individual making the comparison. Without some such qualification, it is as utterly impossible to state definitely that one oil out of a certain group is the best oil, as it would be to state that one man out of a certain group is the best man. "Best" needs definition. The duties to be performed must inevitably govern the selection. The best man for arduous physical work may not be the best for the intellectual work of a scientist. Similarly, with oils, it is obvious that a different type of oil will be desirable for a machine to operate continually at low temperatures from one that is to be used at very high temperatures. Therefore, in what follows, it should be borne in mind that there is presented only a suggested method for making definite comparisons.

If such a thing as a merit number could be worked out for an oil, it should have factors incorporated into it which would take account of its behavior as to (1) Stability, (2) Low Temperature Performance, (3) Cleanness, (Carbon, Acid and Sludge), (4) Friction and Wear Characteristics, and (5) Oil Consumption. Possibly there are others, but these five give a fairly comprehensive picture.

The relative importance of each of these items should be decided upon by the individual and each of the component factors weighted.

Probably most people will agree as to the desirability of some sort of "merit number" and it is equally probable that this same group would disagree radically on the component factors. The authors consider the factors mentioned as important and present the group as a plastic nucleus to be molded, added to, or

The various testing bureaus maintained in increasing numbers by stores or magazines are only "pre-standards." Why? Because they lack two vital qualifications of a true standard—(a) a clear definition of the "models" by which goods are approved or rejected, (b) establishment of those models by authority, custom or general consent. Lacking these, the custom of testing or granting seals of approval is only as good as the people behind it. In unscrupulous or careless hands, it can degenerate into pernicious ballyhoo. In conscientious hands, it is enormously valuable in raising and maintaining the quality of consumer goods.

As many advertising men have pointed out, in many consumer goods "quality" and "performance" cannot yet be measured directly, and even the factors upon which they depend may, at present, be out of range of laboratory technique. This is a big obstacle to stardards, for standards must be exact and definable. It's not a permanent The reason is, that noobstacle. body is so anxious for an exact measurement of an improvement as the promoter of that improvement. He will invent or refine apparatus until it measures the qualities his goods possess. If his machine is honest, and not just a demonstrating trick, it enlarges the technical resources available for standardization.

Another enemy of standards is the uncritical enthusiast. Many people vitally interested in standards seem unable to distinguish between true standards, specifications, tests and other pre-standard data. Their misdirected leadership confuses consumers and retards the growth of standards.

Nice discrimination between standards and pre-standards can hardly be expected of consumers when even experts confuse them.

A beautiful example of the truly scientific approach is expressed in Bulletin No. 44 of Pennsylvania State College entitled, "Performance Tests of Lubricating Oils in Automobile Engines." This describes an extremely painstaking two-year experiment. It was un-

ANNOUNCEMENT

Pictorial Review

announces

the appointment

of

EMILE R. WEADON

as

Advertising Manager

ROBERT P. DAVIDSON

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2, 1935

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taken from, as experience and more complete knowledge may dictate.

This cautious summary contrasts sharply with the off-hand ratings of oils by Consumers' Research, based on inadequate tests and arbitrary decisions as to the importance of various factors.

The extreme difficulty of coming to final conclusions about quality and performance, and setting up sound "merit ratings," is not going to stop anybody from trying. But it certainly should lead home economics experts and professional consumers' friends to maintain at least as critical an attitude toward the use of specifications as they do toward advertising.

If this critical attitude is not maintained, the entire standards movement might be discarded by a new crop of muck-rakers. And that would prove real loss to

consumers.

Ouestions and answers.

A final hurdle for standardization is the difficulty of fitting it into accustomed modes of think-"What would it do to me?" is the rather fearful unspoken question. Some of the variations on this theme are given below, with rather sketchy but, I hope,

suggestive answers. "My product is an advertised quality leader. Standardization would pull me down to the level of my cheapest competitor." Not necessarily. If you are making the kind of product which can logically be graded (a series of minimum standards) you'll be the top grade! How far above that you can hoist yourself would depend then, as now, on your advertising resourcefulness. At least you then wouldn't have to compete with the poorest of your competitors, as you do now. Without standards, you have to lick the whole pack.

"How about these chiselers who would claim to pass certain standards and not do it?" Some impartial and trustworthy assurance of conformity is necessary, but very hard to obtain. In the long run, Federal inspection and certification will probably be best. This is difficult, expensive and by no

means infallible. Having Uncle Sam inspect and certify grades, however, offers some strong advertising ma-See Texaco's current gasoline advertising. Graft? Politics? Not necessarily. But you would still have to be on the job to check up on the certified goods of your competitors.

"Our product is complex. We can't test its utility or its desirability for use directly. How can we fix standards ?" Research, usetests, and time will help. Competition may help you develop standards. In gasoline, private chemical engineers suggested octane ratings -a tremendously useful "knockrating" standard, but not allembracing in its utility because it measures no other qualities. The same limitations apply to Viscosity Index as a guide to performance of motor oils. These things grow and change. The chief danger is that half-baked pseudo-standards will be adopted too soon.

"Won't our brand get lost?" Probably you've been trying to set up your brand as the standard. When good all-inclusive standards are adopted in your field, and people find them useful, your brand loses that special advantage it held. This is one of the chief and valid objections to standards from the individual manufacturer's standpoint. But your industry as a whole may gain so fast as a result of more consumer confidence, the advocates of standardization point out, that you won't lose a dollar's worth of volume. And, as hinted before, your advertising agency should be resourceful enough to keep you distinct from the rank and file. Standards aren't and won't ever be everything to consumers.

But our costs are high, and we must get a higher price than the others in our grade." If you must maintain an artificial and semimonopoly to pay dividends, you are a burden on the consumer. Standards will hurt you. They aim to benefit the consumer.

When people start asking for standards, we'll adopt them." A few are asking now. Not many. Not many are demanding superaccurate television sets, either. It

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Direct

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Adver Gene pointm Sales dising C. L of men Cream and M J. I well H nut, ar of men associa tum C Baker Satina charge Meyer C Coffee, Sure-J Carl charge Smith, Post 1 Flakes, and P. C.

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advertising of something takes tangible to bring demand to life. And whenever an advertiser sees a competitive advantage in the movement, advertising will bring demand.

To summarize briefly: standards

and advertised brands are not alternative methods of distributing goods. No defense or attack is necessary. The two work together already as tools of competitive enterprise. They will do so increasingly in the future.

Direct Merchandising and Advertising for General Foods

General Foods Corporation, New York, has made the following personnel ap-pointments on the staff of General Food Sales Company, Inc., for the merchan-dising and advertising of its major

Sales Company, Anc., 101 the instance dising and advertising of its major products:

C. L. Campbell, vice-president in charge of merchandising for Jell-O, Jell-O Ice Cream Powder, Swans Down Cake Four, and Minute Tapioca.

J. K. Evans, vice-president in charge of merchandising, and R. H. Bennett, associate advertising manager, for Maxwell House Coffee, Franklin Baker Coonut, and Diamond Crystal Shaker Salt.

C. H. Gager, vice-president in charge of merchandising, and R. B. Donnelly, associate advertising manager, for Postum Cereal and Instant Postum, Walter Baker Cocoa and Chocolate, La France, Satina, and Cal-X.

C. G. Mortimer, vice-president in charge of merchandising, and Mrs. E. B. Meyers, associate advertising manager, for Calumet Baking Powder, Sanka Coffee, Log Cabin Syrup, Certo, and Sure-Jell.

C.-J. Whiteman, vice-president in

for Calumet Baking Powder, Sanka Coffee, Log Cabin Syrup, Certo, and Sure-Jell.

Carl Whiteman, vice-president in charge of merchandising, and F. M. Smith, associate advertising manager, for Post Toasties, Post's 40 per cent Bran Flakes, Grape-Nuts, Grape-Nuts Flakes, and Post's Whole Bran.

C. A. Wiggins continues as associate advertising manager for Institution and Bulk Products. Marie Sellers has been appointed director of the consumer service department.

vice department.

New Accounts to Reinhardt

The Emil Reinhardt Advertising Agency, Oakland, Calif., has obtained the advertising accounts of the Ponten Manufacturing Company, reading stands, and the Bell Packing Company, Bell olives. Both companies are located in Berkeley, Calif.

Acquires Florida Paper

The Panama City, Fla., Bay County Herald has been purchased by the John H. Perry interests and will become a link in the Perry chain of papers. The Herald, a weekly, will be changed to a daily early in the fall.

F. L. Foote to Hastings

Frank L. Foote, formerly production manager of John L. Wierengo & Staff, Grand Rapids, Mich., has joined Hast-ings Manufacturing Company, Hastings, Mich., as advertising manager.

Two Companies Plan Fall Campaigns

Fall Campaigns

The Health-O Quality Products Company and The Milson Company, both of Cincinnati, will inaugurate advertising campaigns, breaking in September. Health-O will use newspapers, magazines, radio and direct mail; the Milson account, newspapers, business papers, and radio. Both accounts are handled by The Key Advertising Company, of that city. Norvin J. Heldman, president of both Health-O Products and Milson, recently became publicity director of both concerns. For the last year, he has been active in their advertising and promotional campaigns. motional campaigns,

"Radio Today" Names Newton

Caldwell-Clements, Inc., New York, publisher of Radio Today, a new publication which will appear in September, has appointed Millard H. Newton as Western manager with headquarters in Chicago. For the last three years he has conducted also own advertising service and previously was with the McGraw-Hill Publishing Company for ten years.

Advanced by Inland Steel

William J. Hammond, traffic manager of the Inland Steel Company, Chicago, since 1926, has been appointed vice-president in charge of railroad sales. He succeeds Charles R. Robinson, recently elected first vice-president and general manager of sales.

Joins Baker Art Gallery

W. E. Dobbs, for fourteen years director of photography for the Buick Motor Car Company, Flint, Mich. has joined the staff of the Baker Art Gallery, Columbus, Ohio, in charge of advertising photography.

Dosch Starts New Business

H. C. Dosch has resigned as president and director of the Dosch Kircher Or-ganization, Inc., Chicago, and now heads the Dorch Organization, 107 N. Wacker Drive, Chicago, direct-mail advertising.

WFIL Adds to Staff

Robert Berger and T. W. Cleeland have joined the sales staff of WFIL, Philadelphia. Mr. Berger was general manager of the Seth Farker expedition for Frigidaire. Mr. Cleeland previously. was with WHAT.

Chain-Store Sales for July

	July	July	%	7 Months	7 Months	%
Company	1935	1934	Chge.	1935	1934	Chge.
*Sears, Roebuck(a).\$	30,065,381	\$21,641,512	+38.9	\$178,122,304	\$140,639,500	+26.7
Safeway Stores (b)	23,038,026	19,080,864	+20.7	147,642,672	125,498,217	+17.7
*Mont. Ward (c)	20,293,175	15,890,560	+27.7	133;289,039	110,697,908	+20.4
F. W. Woolworth	20,169,005	19,514,723	+ 3.3	140,566,529	143,340,997	- 1.9
Kroger G. & B. (d)	17,014,381	16,792,328	+ 1.3	124,747,067	118,249,029	+ 5.5
J. C. Penney	15,915,024	13,967,193	+13.9	108,894,609	103,989,757	+ 4.7
S. S. Kresge	10,004,027	9,471,998	+ 5.6	71,233,938	72,763,641	- 2.1
W. T. Grant	6,276,262	5,735,776	+ 9.4	46,720,317	42,371,225	+10.2
S. H. Kress	5,883,589	5,335,936	+10.3	39,162,067	39,442,056	- 0.7
Walgreen	4,732,966	4,440,282	+ 6.6	33,030,703	30,466,831	+ 8.4
National Tea (e)	4,588,974	4,626,518	- 0.8	33,544,367	32,518,338	+ 3.1
J. J. Newberry	3,428,637	3,122,802	+ 9.7	21,731,221	21,000,031	+ 3.4
Lerner Stores (f)	2,582,757	2,011,102	+28.4	15,326,903	13,494,356	+13.6
G. C. Murphy	2,354,196	2,075,916	+13.4	15,894,453	14,354,607	+10.7
Western Auto Supply	1,950,000	1,590,000	+22.6	10,402,000	8,728,000	+19.2
Peoples Drug Stores	1,553,833	1,317,587	+17.9	10,626,541	9,332,972	+13.8
Neisner Bros	1,436,046	1,157,526	+24.0	9,655,914	9,280,774	+ 4.0
Jewel Tea Co. (g)	1,407,423	1,311,074	+ 7.3	9,969,278	8,945,767	+11.4
Dominion Stores (h)	1,340,440	1,488,014	- 9.9	9,434,459	10,477,322	- 9.9
Interstate Dept. (i)	1,204,722	1,115,507	+ 8.0	9,206,290	9,389,213	- 1.9
Edison Bros. Stores	992,500	781,236	+27.0	8,707,072	7,765,803	+12.1
Lane Bryant, Inc	798,643	729,939	+ 9.4	7,427,968	7,543,277	- 1.5
Schiff Co. (j)	795,851	675,667	+17.7	6,324,463	6,125,296	+ 3.2
M. H. Fishman	300,441	275,332	+ 9.1	1,739,299	1,669,741	+ 4.1
Rose's Stores	275,933	209,640	+31.6	1,956,547	1,507,467	+29.8
Fanny Farmer	242,264	217,931		2,432,847	2,097,185	

*Includes both chain and mail-order sales.

(a)-4	and	24	wks.	ended	July	16.	
163 4	and	20	miles	anded.	Tealer	12	

(c)-For July and six months.

(d)-4 and 28 wks. ended July 13.

(e)—4 and 28 wks. ended July 13.

(f)-For July and six months.

(g)-4 and 28 wks. ended July 13.

(h)—4 and 28 wks. ended July 13. (i)—For July and sis months.

(j)—4 wks. and 7 months ended July 27.

Number of Stores in Operation

End	of July		End of July		
1935	1934		1935	1934	
Safeway3,431	3,229	W. T. Grant	469	458	
Jewel Tea (Units)1,574	1,525	S. H. Kress	232	227	
J. C. Penney1,478	1,465	G. C. Murphy	188	181	
Kresge 735	724	Peoples Drug	122	. 115	
Neisner	********				

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Ideas

EINSON-FREEMAN Co., INC. LONG ISLAND CITY, N. Y.

Editor of PRINTERS' INK:

In a recent issue of your very estimable publication, Jim O'Shaughnessy struck a responsive note* which we in this shop appreciate.

I hardly know anybody more qualified to discuss this subject than lim, who all his life has been deal-

ing in ideas.

It seems to me that the whole business fabric today is swung around to the concept that ideas are fundamental and that the material accoutrements are merely the vehicle for their expression.

I should think you would develop this subject much further, having in mind that architects, designers, contractors, artists, and nearly everybody else is really engaged in

the business of creating and developing ideas so that the question of property in ideas becomes more and more important.

I gathered from Jim's article that he is full of the subject and that this first expression is just a test. Let us have more along these lines.

> ARTHUR FREEMAN. Vice-President.

" 'Property Rights in Ideas," by James O'Shaughnessy, PRINTERS' INK, August 1, 1935, page 7.

Burnett Agency Executive Appointments

De Witt O'Kieffe has been appointed vice-president in charge of all creative work of The Burnett Company, Chicago advertising agency. George J. Thomas has been appointed comptroller and secretary. He was formerly with the James O. McKensey Company, Chicago. Strother Cary has been placed in charge of service details.

New Addresses

Seaver-Brinkman-Gerstenberger, Inc., is now at 1605 Guarantee Title Building,

is now at 1005 Guarantee Title Building, Cleveland, Ohio.
Oakleigh R. French, Inc., has moved to 4235 Lindell Boulevard, St. Louis.
The Midwest Press has moved from Bloomington, Ill., to 1329 W. Macon Street, Decatur, Ill.



CHAIN STORE MARKET

is completely and effectively reached only by Chain Store Age (member A.B.C.). Separate editions carry the story of your resale merchandise to chain drug, grocery and general merchandise 5c-\$5) fields. Equipment manufacturers reach all fields with the Administration Edition Combination at one low, economical rate.

Chain Grocery Convention nain Circety Convention
The Food and Greery Chain
Stores of America—16.0
America—16

PRINTERS' INK

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell
John Irving Romer, Editor and President
1998—1998

PRINTERS' INK PUBLISHING Co., INC. 185 MADISON AVENUE, NEW YORK

BOT DICKINSON, President DOUGLAS TAXLOR, Vice-President R. W. LAWRENCE, Scretary G. A. NICHOLD, Transurer and Editor C. B. LARRABH, Managing Editor R. W. PALMER, Associate Editor ANTRICH L. LYTLE, Associate Editor BREWARD A. GRIMES, News Editor H. W. MARES, Mgr. Readors' Service

EDITORIAL OFFICES

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Chicago. 8 Nerth Michigan Avenue; Gore Cempton, Manager. Manager. 15 Olive Street: A. D. McKinney, Manager. Manager. Manager. Manager. Manager. Manager. San Francisco, Los Angeles, Seattle, Portland. Subscription rates: 32 a year, \$1.50 six months. Canada \$4 olus duty \$2.60 a year. Foreign \$5.

New York, August 22, 1935

Midgets in the 'Stills with sharpening clarity, the truth emerges. What really ails America, economically, is that we're prac-

tically infested with midgets.

They're the little fellows. And seemingly, they permeate all commerce and pervade all industry. Without hunting very hard at all, certain searchers—for instance, Congressmen—can find midgets anywhere. Thus, they're discovered now in the distilleries.

In the Senate last week, the vigilant Senator Clark arose to say: "With the combination between the Bottle Trust and a small number of distillers, with their large advertising campaigns, it is impossible for the small, independent distillers, who cannot compete in the advertising campaigns with the large distillers, to sell an excellent quality of liquor, as was admittedly done in most cases when liquor was sold in bulk."

There, then, is the midget situation in the whiskey trade-little fellows, harassed by a Trust, strangled in their own mash vats by the tentacles of an octopus that advertises.

And what, in this instance, to do? To the perturbed Senator Clark it appears that the legalizing of bulk sales of liquor would enable the little fellow to "build up a reputation for a house brand."

And with what consequence? Straightway, to promote his brand, he, too, would advertise—and grow, by Congressional logic, into a brandnew octopus.

Of course, the natural cycle revolves. As new octopi develop, new midgets are spawned. No doubt, the phenomenon is something to accept and learn to live with. And perhaps it really inflicts no harm—except the headaches it invokes when our uniformed law-makers try to discuss it.

One More Good Sign

One silver as of his several efforts to be elected President, it was not only the argument for gold that defeated him.

What really kept Mr. Bryan out of the White House then was the bounteous yield of all kinds of crops.

Prosperity was returning under its own power and through natural causes just as it is returning now. And the people all at once lost their interest in free silver as a panacea for all the country's economic ills.

When the country is sick economically there is much talk about the benefits to be conferred upon all of us by "doing something" for silver. But when the patient begins to sit up and take notice the silver advocates seem quickly to lose interest in their pet subject. It always works this way.

They are losing interest right now-even though the Secretary of the Tramazem that he day "the tion of Regard tic efform the lapse in more the white stranger Is the time that the time the time that the time the time that the time that the time that

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the Treasury last week, to the amazement of everybody, announced that he had bought more silver that day "than the total annual production of the United States in 1934." Regardless of the Treasury's frantic effort to defer a threatened collapse in silver prices (it now owns more than 500,000,000 ounces of the white metal) people seem to be strangely uninterested.

Is this condition evidence—as it was in Mr. Bryan's time—that things are rapidly righting them-

selves i

It does seem so—just as a flight of geese to the North is a harbinger of spring.

The silver situation is one more of the good signs of which we have had so many lately.

A Star
Has Gone

If to management he brought even a glimmering of the truth that business is bound neither by the law of man nor the commandment of God to hold its face unrelentingly long, then Will Rogers did not live in vain.

If, when he flew with the smiling Wiley Post to their rendezvous with Death, he could have known that he would be remembered for having caused Established Institutions—including Business—to see themselves more clearly and to recognize, through his keen eyes, their ponderous foolishments, then perhaps he would have smiled with satisfaction.

Or, perhaps, he would have mourned and said: "Mebbe that's too bad. Because any feller that tries to follow me will have to read the papers a good deal harder than I ever did to find things to talk about."

He will be remembered because he knew, equally well, Edward Windsor, of England, and Eddie Rickenbacker, of Bronxville. He will be remembered because he was a friend of such men as Knute Rockne and Fred Stone. He will be remembered because, for reasons born and bred in him, he was able to say: "I never met a man I didn't like."

For his life made it clear that "nothing is meritorious but virtue and friendship; and, indeed, friendship is only a part of virtue."

But he will be remembered, too, because, in his newspaper column—which really was no more than a columnet—in his magazine articles, on the stage, and over the air, he wrote and spoke as one unawed by pomp or circumstance.

And of business, as of royalty and as of patriotism, he spoke as one who admires that which is fine, but fears not at all to blister with ridicule that which is pompous and

false and hypocritical.

When Will Rogers died, radio lost a drawing card; but business—which, of course, is just a department of the broader business of living that engaged his shrewd attention—business lost a star, a North Star by whose aid, had business the eyes to see, management might have steered a surer course of common sense.

An Offer to Swap Last week, the Senate of the United States spat upon its hands and sailed into that phase of economics that is concerned with purchasing power.

Among those who, debating the Black Bill and the Walsh Bill, made all crystal-clear was the learned Senator Huey P. (King-fish) Long, of Louisiana and, far more temporarily, of Sands Point, Long Island.

"There can be guaranteed to every farmer in the United States," the Hon. Kingfish assured his colleagues, "a \$2,500 minimum during a year and to every other family man \$2,500 minimum earnings a year on a six-hour day, and then only one-third of the average fam-

ily income will be involved, according to Mr. Roger Babson, one of the greatest Wall Street economists we have.

"Mr. Roger Babson says all heads of families may be paid \$10,000—and I reduced his figures to \$7,500—on a six-hour basis, and he says it would only be necessary to work those who are fifty years and younger. There is not any question about that. The only defect in the thirty-hour bill is that it probably does not provide a short enough work period."

Senator Tydings interposed a question: "The Senator could not make the limit forty-five years?"

And pop! just like that, there came from the loser of the Battle of the Washroom an idea that, if it could be materialized, would bestow upon this land a great blessing.

"My friend from Maryland asks," the Kingfish went on, "if the limit might be forty-five years. Is the Senator from Maryland forty-five? I am willing to make it any age limit which the Senator from Maryland wishes which will exclude him, and exclude me, too, as far as that is concerned."

For the country to sacrifice a Tydings to retire a Long might look like dubious trading. But the gain would be great.

Persecution Complexes

Week after I. W. Digges wrote for Printers' Ink his illuminating article on "When Ideas Are Property" (issue of August 8, page 7) Benjamin Heimlich filed suit against the William Wrigley, Jr., Company, charging unlawful use of some of his artwork.

We haven't the slightest idea as to the merits of Mr. Heimlich's contention. And even if we had this would be neither the time nor the place to express it. The full text of his complaint, drawn by Attorney Merritt Lane, was presented in last week's PRINTERS' INK; and the Federal Courts will eventually decide, of course, whether he is entitled to the goodly number of thousands of dollars that he claims as damages.

We on Printers' In will probably continue to eat with a reasonable degree of regularity regardless of whether Mr. Heimlich or the Wrigley Company wins this suit. Similar considerations apply to the final outcome of the suit brought by Advertising Agent Ryan against the Century Brewing Association in Seattle and the case of Meyer against the Liggett & Myers Tobacco Company.

We trust we are guilty of no impropriety, however, when we express the hope that these suits and the publicity we have given them will not start a lot of thin-skinned gentlemen—and perhaps ladies too, for all we know—rushing into court beseeching compensation for some wonderful idea that a designing advertiser or advertising agency has "stolen" from them.

There are far too many people in the advertising business-or who are trying to shoulder their way into it-who are afflicted with persecution complexes in virulent form. Knowing more about the business than does the advertiser or his agent, and being sorry for themselves to begin with, they cannot understand why their ideas are not accepted. And then if the advertiser at some subsequent time uses anything remotely similar to what they submitted-even though it may be a made-over edition of one of the company's old campaigns-they feel they have been robbed.

*CON

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"Belie"

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If these aspirants to fame and fortune get too handy with their lawsuits they will find that leading advertisers and agents will issue an absolute embargo on all suggestions from the outside. This has been done already in more cases than one.

announcement

HARRY MORTON RICHMAN DOWNEY

are now included in the roster of artists* under exclusive management of rockwell-o'keefe inc. for

radio

*CONNIE BOSWELL ... The BOSWELL SISTERS ... BING CROSBY ...
MORTON DOWNEY ... EDDIE & RALPH ... RUTH ETTING ... MITZI
GREEN ... ANNETTE HANSHAW ... BARRY McKINLEY ... The
MILLS BROTHERS ... JOEY NASH ... HARRY RICHMAN ... BOB
"Believe It Or Not" RIPLEY ... ZEKE, PAPPY, EZRA & ELTON ...
LOUIS ARMSTRONG and his Orchestra ... GLEN GRAY and his
CASA LOMA ORCHESTRA ... BOB CROSBY and his Orchestra ...
AL DONAHUE and his Orchestra ... The DORSEY BROTHERS and
their Orchestra ... CLAUDE HOPKINS and his Orchestra ... RAY
NOBLE and his Orchestra ... B. A. ROLFE and his Orchestra ...
VICTOR YOUNG and his Orchestra

ROCKWELL-O'KEEFE INC.

ARTISTS' REPRESENTATIVES • RADIO CONSULTANTS
RKO BUILDING • RADIO CITY • Circle 7-7550 • NEW YORK

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The Little Schoolmaster's Classroom

ANNED sales talk" dramatizes the award of the Grand Prix of the General Trades International Exhibition at London to the makers of Phillips Delicious food products.

When the news broke, the Phillips Packing Company tucked the evidence into tomato-juice cans (empty otherwise) and mailed them out to the sales force in their ter-

ritories.

Facsimiles: the diploma of award, the United States seal attached and signature of the American Consul, the telegram of notification—and a folder telling the story of the award, were enclosed. "In competition with a vast multitude of canned-food products from all parts of the world, Phillips Delicious products were tested, tasted and compared by five separate juries representing England, Ireland, France, Italy and the United States. . . . Another selling point

that will put new punch in every live salesman's fist."

The sales manager for an automotive product made a remark which may prove of value to other members of the class:

"In our newspaper advertising we used both display and classified. The theory being that classified is necessary to keep informed and interested those who have made up their mind to buy, whereas display advertising actually creates new buyers."

A tailor who drops in on the Schoolmaster occasionally and not more often than semi-occasionally books him for a suit of clothes has found a new use for the stock ticker. To wit:

"One day, some months ago, I called on one of my customers in Wall Street. He gave me the usual alibi about how had business was.



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"'But,' I said to him, 'the market actually looks better.'

"'Yes,' he admitted, 'it does.' Then, half-jokingly, he added: "Tell you what I'll do. When Consolidated Gas hits 35, I'll buy five suits.'
"'Fair enough,' I said. 'And let's

"'Fair enough,' I said. 'And let's select 'em right now.'

"And I opened my sample case; and he picked five suitings.

"That experience gave me an idea. On every call in Wall Street thereafter, when the old alibi would come out, I'd ask the customer, 'What stock are you watching?' Usually he'd tell me. Then I'd ask him, 'How high will it need to go before you'll begin to feel good?' Offhand, he'd name a figure. Maybe I'd have to work him down five points or so; but eventually I'd persuade him, as a sporting proposition, to peg some price at which he'd be in the market for clothes. And then I'd open the sample case.

"Of course, I'd record in my notebook every tentative deal.

"Well, I'm still waiting for Consolidated Gas to touch 35; but it'll come. Meanwhile, I've learned enough about specific issues so that I can talk like a broker.

"And meanwhile—which, perhaps, is more important—I've sold so many suits of clothes that you'd be surprised!"

Although sugar has been widely promoted in connection with brand names, the retailers' habit of featuring bulk sugar as a bargain special has conditioned the housewife to be easily led from brand to bulk and back again, in the wake of shifting prices. The problem of inducing purchasers to settle on one brand has been attacked from a packaging angle by Western Sugar Refinery of San Francisco.

On the cotton bags containing Sea Island sugar, the company now prints cutout doll patterns. A stack of such bags displayed in a grocery store will contain an assortment of five or ten different types of patterns for as many dolls and animals. Among the patterns are Scotty, the dog; George, the grocer; Fifi, the French girl; Henry, the horse; Hula, the Sea Island dancer. Each consists of a front and back pattern in a variety of bright colors. When

Not too BIG for the smallest account nor too small for the BIGGEST...



TYPOGRAPHIC SERVICE COMPANY 216 East 45th Street, N. Y.

INDEPENDENT
TYPESETTING COMPANY
228 East 45th Street, N. Y.

Divisions of the Electrographic Corporation

4-color work in small runs at low prices

Heretofore users of advertising pieces in quantities of 1000 to 5000 found the printing cost prohibitive.

AMERICAN OFFSET specializes in just that sort of work.

As many colors as you want at prices you can pay! With a complete creative division at your disposal, we can handle your advertising from the idea to the post office.

Write for descriptive circular or phone.

AMERICAN OFFSET CORPORATION

406 West 31st St., New York

CHickering 4-4145

SOAP TOPS

Soap topped the Toilet Requisites classification in volume of advertising for the first six months. THE JOURNAL led the field in Soaps by 16,271 lines, or 79%. In Dentifrices THE JOURNAL'S lead was 32%. In Misc. Toilet Articles it led 19%. THE JOURNAL tops, too.

JOURNAL

e A Nationally recognized advertising agency is desirous of adding an artist to its staff. The man required commands a very good salary because of his ability to quickly recognize sales angles and portray them in a pewerful attention-compelling manner. Only men of national reputation will be considered. Address "6." Box 141. P. I. e

BINDERS

To make the files of the Printers' Ink Publications more accessible we sell binders at cost. The Weekly holding twelve copies is \$1.25, postpaid, and the Monthly holding nine copies \$2.00, postpaid. These binders are an attractive addition to any desk or library.

the bag is emptied, the dolls are stuffed with rags or cotton and sewn to make toys for children.

Each hundred-pound sack the grocer receives has an assortment of five types of toy. The series changes from time to time so that there is always a new design to be found by the time the housewife is ready to replenish her pantry's sugar supply.

The patterns are printed in nonpoisonous inks, to make sure that children at the experimental age will not suffer by their natural inclination to cram their playthings into their mouths. On the front of each package a drawing shows the assortment of the grocer's selection, with a check mark indicating the pattern which appears on the back of the individual bag. Complete and simple directions are given so that the children can make up the dolls by themselves with a minimum of help from mother.

It seems blue moon upon blue moon since every wayside Umptyville, founded in 1709 by dissident French saddlemakers or Scotch-Irish weavers, was announced in advance by a United States Rubber Company road sign. At that time driving was a little more like exploring; your Schoolmaster was driving a by no means streamlined touring car, and dodging craters in the roadbed was likely to keep his eyes well occupied.

But schoolmasters are not always in a hurry and they are not good schoolmasters if they would not as soon learn as teach. A persistent curiosity, common to all who want to travel, made the Schoolmaster look forward to each U. S. sign. There was the pleasure of placing each town you passed in its proper background, resurrecting the founders. There was the jolt you got when, returning to your home city, you first saw the sign and discovered you didn't know your own past. There was, finally, a professional pleasure in an advertising

Aug. 22

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job that gave the reader something more than a call to market.

When the U. S. signs disappeared, some communities developed interests in their own histories and put out signs for the benefit of the traveler. That no other advertiser should have done the same seems now a little surprising.

So it is pleasant to see the old signs back. Their revival began in Florida last winter and is spreading through New England. They have been adapted to 1935, the better roads and the Schoolmaster's new car—their text is briefer. And the Schoolmaster is prepared to resume his studies in parochial history.

The related selling movement has a supporter in the National Sugar Refining Company. Sales of Jack Frost sugar are to be pushed by tying up to preserving materials.

Forthcoming counter displays will feature, together with Jack Frost sugar, fruits and berries in season—peaches, cherries, strawberries, pineapples, etc.—and Mason jars, jar rubbers, paraffin. A display card will be furnished, calling attention to the fact that Jack Frost is "super-sifted, quick-dissolving."

Either a nameless golden maiden in a canary yellow bathing suit or the American Tobacco Company is responsible for what to the Schoolmaster, at least, is a new wrinkle in market research technique. Classmember Donald J. Powers, of the M. Glen Miller advertising agency, is reciting:

"On a recent Sunday morning a friend and I were stretched out on a Lake Michigan beach near Evanston, Ill., soaking up some sunshine after a good swim. Suddenly we found ourselves joined by a richly tanned and judiciously streamlined young lady who beamed a melting smile and wanted to know if we

BUSINESS OPPORTUNITIES

PARTNER WANTED

Trade Publication, established over 50 years. Biggest in its field. Unusual profits in sight. Bex 790, c/o Printers' Ink.

HELP WANTED

Banking literature of proven success available for employed salesmen calling on banks from Middlewest to the coast. Eastern territory closed. State particulars. Box 804, Printers' Ink.

ART STUDIO, successful, already established throughout Middle West, will open New York studio October first. Contact men and artists, interested in making a desirable connection, may apply, calling E. W. May at Hotel Lexington from August 26th to September 6th or write Box 806, Printers' Ink.

MISCELLANEOUS

ECONOMIZE!! Reproduce Sales Letters, Price Lists, Testimonials, Diagrams, Illustrations, etc., 600 copies \$2.50; add'l hundred 20¢. Cuts unnecessary. Samples. Laurel Process, 480 Canal St., N. Y. C.

POSITIONS WANTED

Embryo advertising genius wants agency job . . Copy and ideas no end . . personality plus . . 26 . . married . . former reporter . . Apply Box 801, Printers' Ink.

COPY WRITER—Versatile! Original!
Ten years of extremely broad experience on largest accounts. Thoro knowledge of merchandising, sales promotion and publicity. Box 802, Printers' Ink.

Advertising—Sales Promotion—7 years direct-mail, publication advertising, including copy, layout, production. Well-rounded merchandising experience. An aggressive young executive of 27. Needs bigger job. Salary open. Box 803, P. I.

Advertising Executives:

Supported by loyal cooperation of quality newspaper can produce legitimate business volume. Paul B. Markle, 1537 Pullan Avenue, Cincinnati, Ohio.

Account Executive or Advertising Manager. Seventeen years' experience planning sales campaigns, sales analysis, media and account executive work. Ayer trained. Present position director media and research, well known agency. Box 805, Printers' Ink.

24—AND EXPERIENCED
Tve conducted an independent research; managed a publication; sold
space; and edited my college paper.
I've majered in Business Administration. I want a job where I can lock
ahead. Can you use me! BBS. Bex
800, Printers' Ink.



WANT PHOTO OFFSET

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Want Organization, J. A
No responsibility is as-

sumed for any omission

Advertising rates: Page \$135; half page \$67.5 quarter page, \$33.75; one-inch minimum, \$10.5 Classified, 75 cents a line, minimum order \$3.7

should mind answering a few ques-We shouldn't.

"'Have you,' she began, 'noticed any cigarette advertising lately?" By this time we had got around to observing that she was equipped with a stack of questionnaires in which she entered our answers to this question and the several others that followed. The envelope in which she carried her reserve supply of blanks indicated to the sharp eye that she operated in behalf of Lucky Strikes.

"After she had finished with us. I watched her for some time as she proceeded on her inquisitive way up the beach. How she got the interviews!

"Then it dawned on me that she was employing a distinctive bit of strategy. By bringing her questions to the bathing beach, she had access to a large concentration of people in a relatively small area and could easily secure a large number of interviews in a short Moreover, as demonstrated both by simple logic and her triumphant progress, the beach audience is in a receptive mood. Habitues of the bathing beach have lots of time and nothing much to do. They not only do not resent, but often welcome a brief interruption. Of course, the 1936 cut of her bathing suit was no particular deterrent on that last count.

"Whether the girl stumbled on this tactic herself or whether she was directed to it by a discerning research man I never did find out. By the time I started wondering about it she had waded into the lake after a couple of prospects and the water was pretty cold that day.'

Death of H. R. Northrop

Harry Roberts Northrop, vice-president and art director of Eldridge-Northrop, Inc., Trenton, N. J., advertising agency, died recently, aged sixty-eight. The Eldridge-Northrop agency was formed in 1922. Previously Mr. Northrop had been engaged in commercial artwork in New York.

Root-Mandabach Appoints

The Root-Mandabach Advertising Agency, Chicago, has appointed P. Wayne Jackson, formerly advertising manager and art director of the Toy Tinkers, Inc., as art director.

SMART

who gets the cuts into our hands at the same time as the copy, for



the job mechanically, check sizes, catch errors, avoid extra handlingand so the job gets on the press that much sooner. And the smart production man knows that our big battery of color presses makes prompt and economical while the copy is being delivery more certain. set overlays are being Let us work with you made for the cuts. This and speed up your enables us to visualize printing production. Our telephone is MEdallion 3-3500.

CHARLES FRANCIS **PRESS**

461 EIGHTH AVENUE, PRINTING CRAFTS BUILDING, OPPOSITE THE GENERAL POST OFFICE, NEW YORK

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RETAIL ADVERTISERS.

during the first seven months of this year placed 1,102,408 more lines of advertising in the Tribune than in any other Chicago newspaper.

GENERAL ADVERTISERS..

in the same period placed 667,293 more lines in the Tribune than in any other Chicago newspaper.

Chicago Tribune

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